A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

August 4, 1969

FOUR INDUSTRY-U.S. TRADE MISSIONS

United Kingdom
Data Processing

Yugoslavia
Hotel, Tourism Equipment

Brazil
Industrial, Scientific Instrumentation

Italy
Pumps, Compressors, Valves

International Trade Winds

Company News

ENGINEERING—M. W. Kellogg Co., a division of Pullman Inc., which has been active in design and engineering of refineries in Brazil, staged an intensive week-long orientation program for a group of Brazilian engineering graduates. This included a tour of Kellogg's Piscataway, N.J., R & D facility where as many as 35 pilot plants may be operated simultaneously. Kellogg is currently providing design and basic engineering for fluid catalytic crackers.

COMPUTERS—Sperry Rand Corp., Univac Division, Philadelphia, announced the purchase of a $2.7 million computer system by the Rieter Co., Winterthur, Switzerland, a manufacturer and exporter of spinning machinery for textiles. Rieter will use the system for production planning and control, problem solving, forecasting and for general functions such as accounting.

CELLULOSE PRODUCTS—Sandy Hills Corp., Hudson Falls, N.Y., and Down River Packing Materials Corp. have entered into a licensing agreement with Cellulose Products of India Ltd. The Indian firm has undertaken an expansion program with Sandy Hills supplying the main plant and Down River supplying the technical work. Cellulose Products currently produces Pillopak Board; the new facilities would enable them to increase production to 6,000 metric tons

GRAINERIES—ADM Grain Co., west coast subsidiary of Archer Daniels Midland Co. of Minneapolis, was purchased jointly by Mitsui and Co. and West Coast Resources, Inc. of San Francisco. For 35 years ADM Grain has exported grains from the Pacific Northwest and operated terminal elevators at Vancouver and Tocoma, Washington.

PAPER PRODUCTS—Kimberly-Clark Corp., Neenah, Wis., and Diethelm and Co., Ltd., Switzerland, will build a $4 million creped wadding manufacturing and converting plant near Bangkok, Thailand. The new facility of Kimberly-Clark Thailand, Ltd., will include a 16 ton-per-day tissue machine that will produce Kleenex household paper products. Diethelm has distributed Kimberly-Clark products in Southeast Asia since 1948 and formed the present joint venture in 1967 with a small converting plant in Bangkok.

Newsletter

Christmas in July. It happened at the Frankfurt U.S. Trade Center when Shulton GMBH of Cologne sponsored a between-regular-shows promotion for the New York cosmetics firm of the same name. Four salesmen received German buyers at the three-day event. Though the floor sales were a modest $15,000, the projected sales over the next year will add a seven-figure boost to the Shulton sales total in Germany.

Poolside activity in Sweden in February. Another example of turning the seasons topsy-turvy occurred at the Stockholm U.S. Trade Center in deepest winter when the Swedish rep of Muskin International, Manhasset, N.Y., which has a line of swimming pools and accessories, held a successful between-shows promotion. Object: to demonstrate the Muskin line to prospective distributors. Results, now reported: sales of nearly $200,000 expected in the 12 following months, and five distributorship candidates chosen.

L. M. Mortensen, director of international operations for Wyle Labs, El Segundo, Calif., talks about his firm's recent between-regular-shows promotion at the London U.S. Trade Center, introducing new computer hardware and lining up top candidates for U.K. distributorships: "I can't understand why more U.S. companies do not use these facilities as they are, in our opinion, ideal from every standpoint—the space is more than adequate, the Trade Center is bonded and the staff is both efficient and competent. We couldn't be more satisfied with what we have achieved during this two-week period."

In complete agreement with this statement—but half a world away—is the management of Kyokuto Boeki Kaisha Ltd. This Tokyo sales firm represented nine U.S. electronic production equipment makers at a mid-June between-regular-shows event—and liked the results so much that it booked Trade Center space for a July seminar for Johnson Rubber Products.

Another repeat user of Trade Center space is California Computer Products, Anaheim, Calif., which has scheduled an October return to the lounge of the Stockholm center after using it to introduce a new Calcomp computer software line in April. Calcomp's Swedish representative was pleased with the sales response from 54 pinpointed trade prospects who came to the April display and sales seminar.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

Four specialized U.S. trade missions, each aiming for a different market, will be promoting U.S. sales abroad this fall. Pinpointing interests in the countries to be visited, the cover shows: the Lord Mayor of Newcastle-on-Tyne at a 1968 U.S. Compact Computer Train Exhibition; restaurant equipment display at the U.S.-sponsored Tourex/67 fair in Belgrade; Brazilian using U.S. testing machine; and water purifying equipment at the U.S.-sponsored PURAQUA exhibition in Rome. Details on each mission, pages 2-4.

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VERTICAL TRADE MISSIONS

Specialized groups to sell in South America, Europe

Four teams, each focusing on specific product area, will visit Brazil, Italy, U.K., Yugoslavia

Spurred by the successes this spring of its first three specialized trade missions, the Commerce Department is expanding the new program with four more vertical (specialized) missions this fall. A vertical trade mission consists of experts within a narrow range of related products or services.

Executives of business firms interested in participating in any of the four are invited to apply before Aug. 18.

Each mission will focus on a specific group of related products; each will visit a different country—one will go to South America, three to Europe.

The first to depart will be suppliers of pumps and compressors, who will leave for Italy in the middle of October. At about the same time, an instrumentation mission will go to Brazil. Following about ten days later, a data processing group will be selling in the United Kingdom. And the first of November, hotel and other tourism equipment suppliers are to promote sales in Yugoslavia.

Under the specialized missions program, which combines the features of the industry-organized Government-approved and the official Commerce missions, the members will be doing business for their own firms; the businessmen will pay their own travel expenses; and mission operating costs will be paid by the Department. A seasoned Commerce trade specialist, in addition to performing advance work and providing market information, will lead each mission as its director.

UNIVERSITIES AND AIRLINES were represented among visitors attending American Compact Computer Exhibition at U.S. Trade Center in London last year. L. to r., H. Krieger, California Computer Products; K. D. Mackenzie, University of London; E. C. Welch, BOAC. EDP mission will be off for U.K. in October.

Pumps, compressors in Italy

Executives of U.S. firms manufacturing pumps, compressors, and valves, and of firms acting as agents or export managers handling such products, will be promoting U.S. exports in Milan, Turin, Bologna, and Rome Oct. 13-25.

U.S. Foreign Service posts in Italy report that such equipment—especially for process applications, transmission lines, and water and sewage treatment—offers a good potential for U.S. sales. Government and private investment projects have been announced in plant modernization, public works, sanitary facilities and development of water resources. Expansion of the chemical, iron, and steel industries is anticipated.

Italian imports of pumps and centrifuges totaled about $72.6 million in 1967. Of that amount, the United States supplied $12.2 million worth. For the first half of 1968, such imports reached $42.4 million, of which about $6.5 million worth was imported from the United States.

The Italian economy, with one of the best performance records in the world in recent years, continues in high gear. Gross national product totaled about $72 billion in 1968. The real growth rate has been almost 6% in each of the past three years and is expected to be in the range of 6 to 7% this year.

Kennedy Round GATT negotiations have resulted in tariff cuts on pumps and compressors that amount to at least 20% now and will reach 50% or more by 1972. Current duty rates range from 9.6% to 10.8% ad valorem.

Instrumentation in Brazil

The industrial and scientific instrumentation group will be operating in Rio de Janeiro, Sao Paulo, and probably another Brazilian city the last two weeks of October. The Commerce advance officer will

REPRESENTATIVES OF THE U.S. SWIMMING POOL industry took part in the Commerce Department's TOUREX trade fair in Belgrade in the fall of 1967.

arrange for members to meet with Brazilian businessmen and Government purchasing agents.

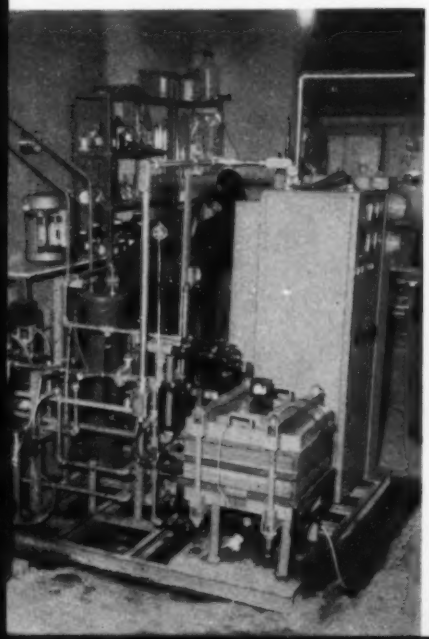
A market survey conducted for the Commerce Department indicates that planned expansion and modernization programs in Brazil, 1967-76, call for the investment of about $152 million in instrumentation—projected mainly for the mining, petrochemical, oil, rubber, fertilizer, paint, chemical, and electric power industries. Expansion also is expected in the automobile, steel, aircraft, electronics, and pharmaceutical industries.

Additionally, increased demand for instrumentation by the universities is anticipated, as larger numbers of students are pursuing scientific, engineering, and technological subjects.

The United States is Brazil's principal supplier of industrial and scientific instruments and components. The import market last year reached $26.2 million, of which the U.S. share was $12.3 million or about 47%. Total Brazilian instrumentation imports are expected to increase sharply to some $43 million by 1972—the U.S. share expanding to more than $20 million.

The Commerce Department's most recent major trade promotion event in Brazil netted more than $3.3 million in sales for 63 exhibitors of chemical and petrochemical instrumentation and processing equipment, packaging equipment, textile machinery, machine tools, and construction and mining equipment last October. The exhibitors reported (INTERNATIONAL COMMERCE, Nov. 11, 1968) that they expected more than $11 million in additional sales in the next 12 months.

PUMPS, COMPRESSORS will be the focus of a trade mission to Italy this fall. Below, water desalination plant of the Ionics Corporation at Agrigento.



EDP in United Kingdom

Electronic data processing equipment and services will be the focus of the fall vertical mission in the United Kingdom: London, Oct. 27-31; Birmingham, Nov. 3-5; and Manchester, Nov. 6-7. Arrangements will be made for the members to meet with the principal users of EDP systems in the United Kingdom.

Market research and reports from the U.S. Embassy in London indicate good possibilities for the following products: special purpose computers and unique computer applications; electronic calculators with special capabilities or competitive price; computer graphic devices; numerical print-out devices, series and parallel; miniature (page or tape) start-stop printer for mobile use; page printers using thermal or electrostatic media; printers with simplified electromechanical action; readers of all types and related peripheral devices.

The listed products are suggested items. The mission's product theme, however, will be broad and will include small and large computer installations; peripheral equipment; computer supplies, and software.

The United Kingdom is one of the leading U.S. computer export markets. In 1967, the United States supplied $65 million worth of electronic computers and parts; in 1968, $80 million worth.

The six business members of the data processing mission that went to Germany in May—the third of the first three specialized missions this spring—reported (July 21 issue of INTERNATIONAL COM-

U.S. INSTRUMENTATION will be promoted in Brazil the latter half of October by a U.S. trade mission. Above, pediatricians and their wives from Brazil visit Eli Lilly research facilities at Indianapolis.

MERCE) that the German market is booming and that "integration of existing and new EDP systems is one of the more lucrative fields in which the related U.S. industry now has the best opportunities to sell." At the time the mission made its report, one agent had been appointed and four others were under consideration.

Tourism in Yugoslavia

Officials of U.S. companies in the fields of hotel and restaurant equipment, other areas of institutional feeding, and the tourist industry will be covering Yugoslavia's major tourist areas: Zagreb, Ljubljana, Split, Opatkja, and Rijeka, Nov. 1-15.

Before the group's arrival, a program for its activities will be set up, including arrangements for the members to meet with the principal users of their products. Because of the proximity of the Venice resort area to Rijeka, the program may include business appointments with Italian users from that region.

Market research in tourism has revealed good possibilities in Yugoslavia for the following products and related items:

Airconditioning, including systems for installation in tourist buses; icemaking and food and soft-drink vending machines; hotel-type commercial refrigeration; dehumidification, laundry and drycleaning equipment (including coin-operated); institutional and quick-service food preparation; automotive repair and services (including automatic car-wash); small juke boxes; ski-lifts; airport customer-service apparatus, and swimming pool equipment.

In the first half of last year, Yugoslavia imported more than $2 million worth of commercial refrigeration equipment, of which only about $37,000 worth was from the United States; for air-conditioning equipment, the figures were $876,000 and $18,000.

Yugoslavia's continuing modernization drive points to an increased demand for imports. Gross national product last year rose to $10 billion, a 6.5% growth over 1967; the Yugoslav Federal Statistical Institute forecasts a 15% GNP growth rate for 1969. Tourism is among the sectors receiving priorities for expansion.

The Commerce Department got its best assessment of Yugoslavia as a market for tourism equipment in the fall of 1967 when hotel and restaurant operators, entertainment managers, and government officials crowded the TOUREX/67 exhibition in Belgrade for a week. Exhibitors made a total of more than $750,000 in sales and appointed 29 agents.

Deadline Aug. 18

Companies interested in any of these Government-sponsored missions are invited to **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230, or telephone collect, area code 202, 967-3934. Applications are to be received by Aug. 18.

The first of last spring's three specialized trade missions included five business members representing 20 manufacturers of restaurant and cafeteria equipment. They visited three cities in France in April to sell $28,000 worth of goods. They reported (INTERNATIONAL COMMERCE, June 2) that they expected $465,000 worth of new business in the next 12 months. The group talked to a total of 28 French businessmen about continuing agency arrangements.

The second spring mission included five businessmen representing as many manufacturers of automotive maintenance and servicing equipment who visited Denmark, Finland, and Sweden late in April and early in May. The group reported (June 23 INTERNATIONAL COMMERCE) it had appointed a total of four agents and was continuing discussions with eight additional potential representatives.

TOURISM IN YUGOSLAVIA offers variety of opportunities for U.S. equipment sales. Split, below, is one of country's maor tourist areas, and one of several cities to be visited by U.S. mission in November.

Venezuela acts to block capital loss, spur construction

Raises interest rates, curbs loans to foreign companies

Venezuela has acted to protect its supply of loanable funds for domestic firms by increasing interest rates on loans and deposits, expanding tax exemptions, and tightening restrictions on lending to foreign-owned firms. The changes were made because of concern that high interest rates abroad would cause a drain on Venezuelan funds and encourage foreign-owned firms to absorb an undue amount of locally available loanable funds because of high borrowing costs abroad. At the same time, the Government moved to stimulate the growth of the construction industry and to protect it from the effect of the interest hike.

Interest rate changes

The minimum interest rate which commercial banks may charge on commercial loans has been set at 10%, and the maximum at 11%. The minimum rate of interest which banks must pay on various types and amounts of savings and time deposits has been raised to amounts ranging from 4% to 7½%.

At the same time, income tax exemptions have been granted for interest on time deposits of 90 days and over, on mortgage bonds and on loans for construction. To further stimulate construction, exemptions have also been granted for rental income and profits from the sale of structures. Other measures to ease financing by builders and buyers are under consideration.

Loans to foreign firms

Under the tightened restrictions on lending to foreign-owned firms, the firms must, while in debt to Venezuelan banks, retain in the country 100% of (1) any credits received from abroad, including those from parent companies, (2) paid-in capital and reserves, and (3) earned surplus on their books as of June 30, 1969. Furthermore, they must make no loans or investments abroad. According to President Caldera, the new restrictions are temporary.

One of the objectives of the Government's construction measures is to encourage the construction of 500,000 housing units in the next 5 years. Moreover, the Government recently announced a $30 million school and health service building program for the remainder of this calendar year.

Legislation now pending in the Venezuelan Congress which would authorize new public borrowing of about $600 million could have great importance in maintaining and stimulating construction, since a major purpose is accelerated payment of commitments incurred by the previous Administration for public works. Not only could contractors be paid more quickly for work previously done, but current Government revenue could be available for new projects instead of payment of old accounts.

In 1967 the construction industry's output was approximately $600 million. The industry is capable of carrying out most projects on its own, but depends almost entirely on imported equipment. Its imports were over $50 million in 1967, of which structural materials comprised only about 15%.

Progress on Special Drawing Rights

A proposed amendment to the Articles of Agreement of the International Monetary Fund, establishing a new facility based on Special Drawing Rights, entered into force on July 28, the Fund announced last week.

This amendment, which made other changes in Fund rules and practices, became effective after its acceptance by three-fifths of the Fund's members, representing four-fifths of the total voting power, the Fund announced. The amendment now becomes effective for all 111 member countries, whether or not they have accepted it.

Under the amended Articles, two separate Accounts will be maintained in the Fund, a General Account and a Special Drawing Account. The Fund will carry on its present operations and transactions through the General Account and its functions relating to Special Drawing Rights through the Special Drawing Account.

In order to become a participant in the Special Drawing Account, a member has to deposit with the Fund an instrument setting forth that it undertakes all the obligations of a participant in that Account. Only Fund members may become participants.

No member can become a participant, however, before instruments of participation have been deposited by members that have at least 75% of total quotas in the Fund. It is expected that this requirement will be met shortly. At the present time 47 members having 68.98% of total quotas have deposited instruments of participation.

The United States was the first country to accept the SDR Amendment. The U.S. transmitted official approval to the Fund in July 1968, depositing an instrument of participation at the same time.

The Special Drawing Rights (SDR's) are a new form of international money that nations can include in their reserve holdings. This will supplement the existing assets—gold, convertible currencies, and automatic claims on the IMF—which are not expected to grow fast enough to meet all future needs of a rapidly expanding world trade.

The Special Drawing Rights plan is designed to keep countries from imposing restrictions on their foreign trade when their traditional reserve asset holdings are below desired levels. Thus, the SDR's will stimulate world trade by allowing the recipients to buy more from other countries.

SDR's will not be spendable money as such, but will be rights to obtain convertible currencies from other participants in the plan in order to meet balance-of-payments or reserve needs.

Accounts now are usually settled in gold, dollars or pounds. A country spending more than it is earning in international transactions can usually borrow from the Fund's pool of currencies supplied by the member nations. The SDR's will not change this traditional type of drawing right. Under the new plan, SDR's will be allocated to each member country in accordance with its quota in the International Monetary Fund.

Credit use flexibility, trade show participation aided two companies in securing export 'E' awards

Jung Products doubled overseas sales during 1966-'68 period; Faultless Caster established exclusive representatives in 45 nations

Credit considerations, trade fair participation and foreign language promotions aided Jung Products, Inc. of Cincinnati and the Faultless Caster Co., Evansville, Ind., in securing "E" awards for export expansion.

For nearly doubling export sales of health and convalescent aids during the 1966-'68 period, Jung Products received the Presidential award June 26. Special credit arrangements, use of trade fairs and foreign language ads and catalogs assisted the firm as it developed its overseas sales.

Jung's export expansion has also been directly connected with its success in obtaining satisfactory foreign distributorships. Current domestic programs for sales and distribution pass from company representatives to wholesale druggists to retail outlets. However, other methods were necessary in securing the overseas agents.

In Greece, several approaches from U.S. based merchants to local Greek agents were tried, but in 1966 sales were still minimal. Then, through trade lists made available by the U.S. Department of Commerce, Jung found an agent in Athens specializing in medical, hospital and orthopedic supplies, who established a special trading company to purchase goods on his own account and resell them to the social security agency of the Greek government. The efforts of this agent plus special packing and marking of products spurred Greek sales.

To hold a foreign market, Jung found an important element to be credit. In some cases, credit is a factor when competing against other firms for a market; in others, it is providing distributors' "working capital" at a cost lower than is available in that market area; and in still other instances, it is a case of credit extension. Canadian sales for 1968, for example, were almost double the previous year after credit extensions were made.

An obstacle encountered and overcome by Jung was that of non-tariff barriers. Documentation requirements, border taxes, registration and licensing regulations, and representation affidavits all tend to make exporting to some nations more difficult than to others, Jung found. But the work of energetic local agents helped to surmount these blocks.

EXPORTING HEALTH PRODUCTS AND CONVALESCENT NEEDS aided Jung Products, Inc. in securing the "E" award. Examining the flag are Robert Conway, president of Jung, Ted Mack, export manager for Jung International, and Jan B. Verschuur, Director of Commerce Department's Trade Conference Division in the Office of Field Services. The presentation was made on June 26 in Cincinnati.

Pricing vital

Pricing is an important consideration in international trade, even if a business is not based on competitive bidding, Jung also learned. Because Jung is dealing in a consumer product, the lower the price, the more eligible customers it will have. Export pricing is also critical for Jung because as the price FOB factory increases, insurance, duties, border taxes and sales commissions rise proportionately. Jung indicates that providing good value at a low cost has been important in developing markets in Italy, Canada, South Africa, Greece and the Philippines.

To succeed in Australia, when large importer-wholesalers were proving nonprofitable, the Jung Export Manager visited Sydney in January 1968,. where he met a pharmacist affiliated with Jung on a direct-account basis. The pharmacist presented a plan to aid Jung by importing products and reselling them to other pharmacists. Working through the pharmacist and extending credit terms increased business from Australia.

In general, Jung attributes export success to several business practices: prompt delivery, complete and correct documentation, following customers' instructions, full product guarantee, prompt claims settlement and close personal customer contact.

Faultless award

Receiving an "E" award on June 27, the Faultless Caster Co. was recognized for overcoming competition in a field where export potential is limited.

To support its export efforts, the firm has initiated a training program, published foreign language catalogs and advertising and participated in U.S. Trade Center shows and commercial fairs.

In 1964, Faultless established an export

PRESENTING THE "E" AWARD, Representative Roger H. Zion of Indiana, at speaker's stand, gives John Stallings, vice-president and general manager of the Faultless Caster Co. (at left) the presidential citation. Faultless, a division of Bliss and Laughlin Industries, is the 15th firm under the four-state area of the St. Louis Field Office of the Department of Commerce to receive an "E" for export expansion.

department after many years of dealing through export houses, and now has exclusive representatives in 45 countries in the world.

Packaging products for transportation overseas has been improved through the firm's packaging committee and the firm has pioneered the use of nylon tape, replacing steel strapping to strengthen cartons. Far Eastern and African orders are packed in wooden crates.

Credit terms are flexible and often handled on an open account basis, depending on the customer and the country.

In Canada, to be competitive, a production plant was set up, but some of the product parts are still manufactured in the U.S.

The firm's sales are made directly to equipment manufacturers, hardware stores, sales distributors and wholesalers. Servicing is negligible and handled by selling replacements.

New department

At the beginning of 1968, an international sales and service department was developed, enabling customers to purchase through one source the products desired. Where local competition exists or delivery is a problem, shipment schedules are reduced by selling only non-special items.

As part of their instruction program for Faultless agents, firm executives, who regularly visit Central and South America, Asia and Europe, meet there with company representatives.

Preparations are now underway to introduce the Faultless line of metric threaded stems for casters to foreign markets as a part of its export expansion programs.

Overseas promotions include printing catalogs and information bulletins in foreign languages and participation in commercial shows and U.S. trade center exhibitions.

Advertising in export business publications and newspapers has also been used by Faultless.

World Bank aids Costa Rica's power, telecommunications

Special procurement arrangements will favor nation's CACM partners

The World Bank has approved two loans totaling $18.5 million for the expansion of electric power and telecommunications facilities in Costa Rica.

Normally, all imported goods and services paid for with World Bank funds must be procured through unqualified international competitive bidding. However, the movement toward economic integration in Central America will be supported by the procurement arrangements which the Bank has agreed to accept for the two projects. These procurement arrangements will conform to the terms of the recent Agreement on Fiscal Incentives among the Central American countries, which provides among other things that preferential treatment, limited to 50% of existing import duties, will be accorded to products of Central American origin in all public procurement by the Central American countries.

The World Bank has agreed to accept such preferential treatment, up to the limit of 15%, in the international competitive bidding for the supply of equipment and materials for the two projects.

Power expansion

Both loans will be made to Instituto Costarricense de Electricidad (ICE), an autonomous government corporation responsible for promoting electric power development and for providing telecommunications services in Costa Rica.

Facilities at two hydroelectric plants, Rio Macho and Cachi, are being expanded with the help of the new loan. Two 30-megawatt generating units will be added at the 30-megawatt Rio Macho plant and associated civil works and transmission lines will be built. Spillway gates will be installed at the Cachi plant so that the level of the reservoir can be raised to its full level for a larger energy output.

Recent system

Most of Costa Rica's internal telecommunications service is also provided by ICE.

Most of the national system has been developed since 1963 and ICE now has a modern automatic telephone system with 37,500 telephones installed in Costa Rica and long distance circuits connecting San Jose with the main towns in the rest of the nation.

The new loan will finance the next stage of ICE's telecommunications program, comprising the expansion of systems providing 26,500 additional telephones, 300 long-distance circuits, and a modern telex system with 500 lines. Telex service will be limited to the three largest cities and the principal provincial towns where business, trade and public administration are concentrated; the telex network will also be utilized for public telegraph service between the main cities and for traffic between Costa Rica and other countries.

United States overseas

Entering exporting for the first time or seeking to expand overseas markets, U.S. firms interested in foreign promotions may find assistance in the columns below listing details of future U.S. overseas activities.

Sales opportunities in four U.S. exhibitions at commercial trade fairs around the world and 18 shows at the seven U.S. Trade Centers are being offered to present and potential U.S. exporters between now and June 17, 1970. The shows and commercial fairs are planned after market research indicates a demand for a particular category of products.

Currently, 11 upcoming fairs and Trade Center exhibitions are completely sold out.

Other opportunities of interest are trade missions, America Weeks promotions, the Sample Display Service, and Mobile Trade Fairs. The last three are more fully described in a special notice accompanying this list.

Of the 22 events for which the Bureau of International Commerce is now seeking exhibitors, Germany will host five, the United Kingdom four, Sweden, Italy and Japan three each, and Israel, France, and Bangkok one each. The Rhine River Solo Exhibition in October will include stops in both Germany and the Netherlands; this will be the first floating U.S. exhibition held.

Each Trade Center exhibition is limited to one particular line of products. Centers are located in London, Bangkok, Milan, Frankfurt, Stockholm, Tokyo, and Paris. The Paris Trade Center is scheduled to open Nov. 17 with a laser exhibition.

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Program, BIC-932, U.S. Dept. of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries, with Government approval and assistance.

U.S. manufacturers, wishing further details on submitting business proposals for participation in future trade missions should **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming American trade promotion activities is based on the latest data available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

WELDING AND CUTTING EQUIPMENT. Germany. The Department of Commerce will sponsor a U.S. Exhibition at the Seventh Welding and Cutting Trade Fair at Essen in September. This fair is held every four years and is acknowledged to be the largest and most important fair in its field. For further information call Area Code 202, 967-4601. **U.S. Commercial Exhibition, Seventh Welding and Cutting Trade Fair, Essen. Sept. 20-28.**

HOTEL, RESTAURANT, MEDICAL, AND CHEMICAL EQUIPMENT AND MACHINE TOOLS. Israel. Israel has entered a new phase of economic development and is moving toward modernization and automation of industry, promotion of exports and tourism, and improving the medical facilities available to her people. Hotel, restaurant, and catering equipment; medical and hospital equipment; chemical processing equipment; and selected machine tools are needed to fulfill her long-term development plans. A recent market survey conducted by the U.S. Department of Commerce showed that sales opportunities have never been better for these products. To insure your share of this booming market, call Area Code 202, 967-4508 to obtain full details on how you may participate in this exhibition. **U.S. Solo Exhibition, Tel Aviv. Oct. 5-10.**

INDUSTRIAL PROCESS CONTROLS. Germany and the Netherlands. $350 million! That's the forecast of the size of the 1969 market for industrial process controls and computers in Germany and the Netherlands, and the outlook is for an absolute minimum growth of 10% annually for the next five years. An acute shortage of skilled labor and international competition have combined to create a receptive market in both Germany and Holland for U.S. products in the process control fields. To assist U.S. firms to exploit this sales opportunity, the Commercial Exhibitions Program will sponsor a unique floating exhibition, incorporating the K.D. Lines' ships, the M.S. Loreley, and M.S. Europa. Exhibition stops will be made in Germany at Cologne, Karlsruhe, Wiesbaden (Frankfurt area), and Duisburg (head of Ruhr Valley area), and in the Netherlands at Rotterdam. For complete details on this unique Rhine Solo Exhibition, phone Area Code 202, 967-3088. **U.S. Solo Exhibition, Rhine River, Germany and the Netherlands. Oct. 13-25.**

ENVIRONMENTAL POLLUTION CONTROL. Scandinavia. In March 1969, Sweden kicked off an extensive Government, TV and radio-sponsored campaign for new and improved control measures in the areas of air and water pollution. While there are no specific statistics available regarding production and foreign trade in this area, an on-the-spot survey reveals a very active and growing market in Scandinavia for pollution control equipment, as well as monitoring and calibration instrumentation. In 1969, Sweden alone will spend over $100 million on such equipment and instrumentation. Potential best sellers for American manufacturers range from sludge reduction equipment to sophisticated calibration equipment for measuring presence of metal, fluorine and acid in industrial effluent. American manufacturers of solid waste disposal equipment and noise abatement devices are also invited to participate in this important event. This is a too-good-to-miss opportunity for U.S. firms to show and sell their products in the Nordic market area. For further information on the demand for pollution control equipment and instrumentation in Scandinavia, and for details on exhibiting, call

promotions scheduled

Area Code 202, 967-3741. **Stockholm Trade Center. Oct. 15-21.**

CONNECTORS, RELAYS, MICROSWITCHES, POTENTIOMETERS. Germany. German consumption of electrical components is growing at one of the fastest rates for any segment of the economy. The total market, aside from the demand of the German Bundespost for connectors, relays, microswitches and potentiometers is estimated at $90 million a year. It is expected to grow at a rate of 20% a year. The American share of this market is about 30% with about $15 million representing direct imports from the USA, the balance being manufactured in Germany and other European countries. A substantial portion of these imports is intended for military applications. For further information on this market and how you may exhibit, call Area Code, 202, 967-4162. **Frankfurt Trade Center. Oct. 20-24.**

ADVANCED TRAINING AIDS. Italy. Italy's brisk economic growth at a rate higher than any other European country has pushed its gross national product beyond the $70 billion mark in 1968. This unprecedented level of national wealth is twice that of only a decade ago. Government officials and businessmen all agree that Italy must strive toward the highest educational standards in order to support its highly industrialized society. It is in this setting that a recent market study concludes that Italy is an excellent and growing market for advanced educational aids and audio-visual equipment for industry, schools, and government. To ensure your share of this growing market write now to obtain full information on how you may participate in this important exhibition, or call Area Code 202, 967-3944. **Milan Trade Center. Oct. 21-25.**

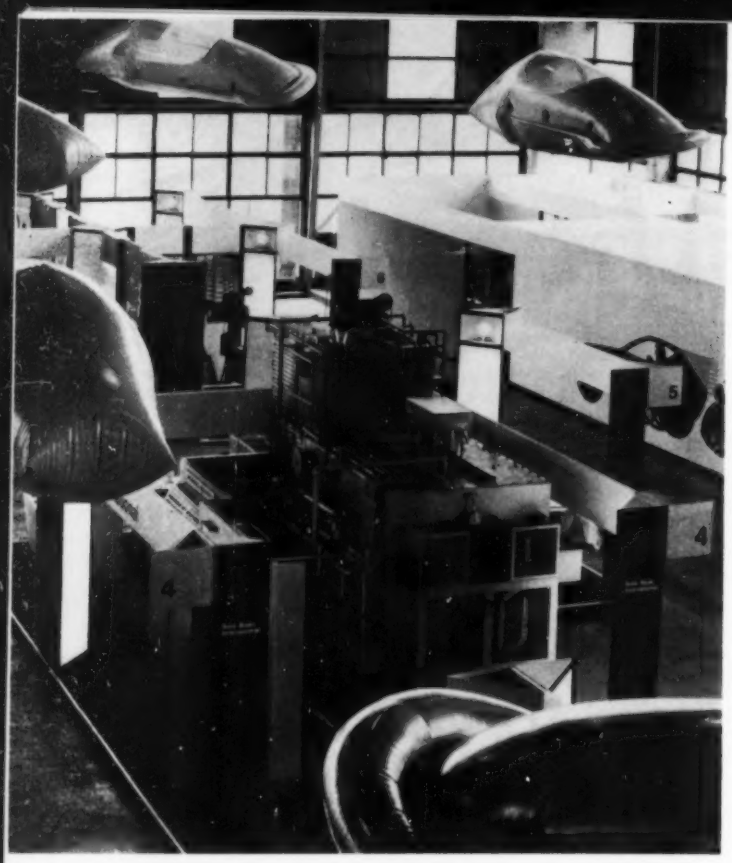
PLASTICS EQUIPMENT. Germany. The German economy, currently one of the strongest in Europe, is in a period of brisk expansion. The German plastics industry is booming, opening select opportunities for sales and licensing of U.S. plastics material, instrumentation and equipment. U.S. exports of plastic materials, machinery and special equipment amounted to $33.7 million in 1968. Sales of special equipment and instrumentation imported from the U.S. are expected to grow at twice the average annual growth rate of 12% for the German plastics industry. For further market information and details on how to increase your sales through this exhibit, call Area Code 202, 967-2425. **Frankfurt Trade Center. Nov. 10-14.**

DYNAMICS TEST EQUIPMENT. United Kingdom. In 1968, the U.S. share of total United Kingdom imports reached 12.9%, a .4% improvement over 1967. U.S. dollar volume was up approximately 10%, with a 5% improvement expected in 1969. Thus, the U.S. continues to improve its position in this market in the face of import and economic restraint regulations. To assist U.S. industry to further penetrate the U.K. market, a dynamics test equipment exhibition will be held featuring test equipment in the disciplines of vibration, acoustics, shock, fatigue, force, strain, and pressure. The exhibition promotion campaign will cover all industries offering a significant market for dynamics test equipment. Special emphasis will be placed on promotion to the major industry areas of automotive, aeronautical, electronic, civil engineering, architectural and packaging operations. For complete details as to how you may participate in this exhibition, telephone Area Code 202, 967-4461. **London Trade Center. Nov. 10-14.**

AEROSPACE EQUIPMENT, SUPPLIES. Japan. Continued expansion of Japan's aerospace industry, air fleet and airport facilities has created a growing market for U.S. aerospace equipment and supplies. A total of 156 aircraft are usually purchased per year in Japan, worth approximately $166 million. Of this, 47 aircraft worth about $88 million, are purchased from the U.S., and the remainder is primarily from domestic production. In addition, an annual average of $177 million is spent on aircraft engines, parts and equipment, with about $77 million of this in U.S. imports. A new international airport near Tokyo is now under construction, scheduled for completion in 1971, at a cost of $344 million. In addition, $300 million has been budgeted for enlarging and expanding facilities of 46 other airports by 1973. U.S. products are preferred because the Japanese aerospace industry and the Self Defense Agency are oriented to the use of U.S. equipment and tend to regard the quality of American products as good. For detailed market information, call Area Code 202, 967-5286. **Tokyo Trade Center. Nov. 17-22.**

MICROELECTRONICS, COMPONENTS, PRODUCTION AND TEST EQUIPMENT. Italy. Microelectronics is expected to grow faster than any other industrial field in Italy. Although the main use of microcircuits will be in computers and military and airspace systems for the present, technicians in Italy are already working on projects involving integrated circuits in industrial controls, domestic appliances such as washing machines, consumer electronics such as radio and television sets and laboratory equipment. Italian specialists in microelectronics are predicting other applications for microcircuit technology including the use of microcircuits in automobiles. For more information on this market and for full details on exhibiting, telephone Area Code 202, 967-5351. **Milan Trade Center. Nov. 18-22.**

INTERMED '70. Scandinavia. Sharply increasing demand for advanced medical equipment is expected to accrue to the advantage of U.S. manufacturers who now account for 11 to 14% of the Scandinavian market for medical, surgical and hospital equipment. In fact, U.S. exports of these products already have increased by 30% in 1968. Scandinavian imports of medical-surgical equipment and pharmaceuticals are expected to exceed $75 million in 1969 (Sweden—$31.6 million; Denmark—$17.8 million; Norway—$16.5 million; Finland—$9.4 million) with American manufacturers' share increasing substantially. Sweden is currently centralizing all health and social services. These services are characterized by a high



FLYING CARS OF THE FUTURE surround Sola Basic International's corner booth at a recent Tokyo auto parts and production equipment show. The Milwaukee firm led the sales pace by scoring $68,000 in sales during the show and is now forecasting $875,000 in additional orders for the year.

degree of organization and are keyed to meet the needs of the advanced social benefits program available to the entire population. Emphasis is on equipment which will provide "automated" treatment and reduced personnel requirements for patients with serious illnesses, such as heart, cancer and other long-term chronic ailments. This show is an effective and inexpensive way to achieve broad market exposure and sales in Scandinavia. Tentative plans call for famed heart specialist Dr. Michael E. DeBakey to be present at the Trade Center Show. Dr. DeBakey will also address the concurrent Swedish National Medical Congress. For further information, and to make booth reservations, call Area Code 202, 967-3714. **Stockholm Trade Center. Nov. 26-Dec. 2.**

GEOPHYSICAL EQUIPMENT. Germany. Germany and surrounding European countries offer excellent sales opportunities for U.S. manufacturers of sophisticated geophysical equipment. Their participation in a growing number of international geophysical research programs requires the application of the most advanced methods and equipment. While German researchers have long had a local supply of excellent precision mechanical equipment, they look to the U.S. sources of supply for advanced electronic equipment. This Trade Center exhibition will feature advanced equipment of U.S. manufacturers in the fields of earth sciences, meteorology, and oceanography. Plan now to investigate this market further by exhibiting. For detailed market and participation information, call Area Code 202, 967-4162. **Frankfurt Trade Center. Dec. 1-5.**

METALLURGY '70. United Kingdom. The U.K. Government is planning massive investments in the public sector of the steel industry to modernize equipment and facilities to improve the industry's competitive position in world markets. Special loans are to be made to the private sector of the aluminum industry in order to establish a primary production capability to meet the major share of U.K. consumption needs in this metal. Since only 10% of aluminum consumed is now produced in the U.K., substantial investments in machinery and equipment will be needed to reach this goal. Imports by the U.K. of nonferrous metals total over $1 billion annually. The U.K. production capacity for all metals is insufficient to meet their annual consumption. The powder metal industry is running at a $36 million pace with 80% of all powder metals being imported. By 1975, consumption of powder metals is expected to reach $134 million. The exhibition will feature the product categories of automation instrumentation and controls, physical test equipment, specialty metals and alloys, and powder metallurgy materials and equipment. For complete details, telephone Area Code 202, 967-3838. **London Trade Center. Dec. 8-12.**

DATA TRANSMISSION FACILITIES. United Kingdom. Great Britain and the U.S. are the largest and fastest growing markets for data transmission facilities. In Britain and in the U.S., it is predicted that by 1975, data communication from computers will exceed voice communication. To meet the demand for advanced U.S. data transmission facilities, the annual January computer exhibition will feature input-output terminals, modems and other interface connectors with transmission lines and computers. Target audiences for the U.K. exhibition promotion campaign will include computer service bureaus, computer and peripheral equipment manufacturers, current users of large digital computer systems, the National Data Processing Service (GPO), banks, aircraft manufacturers and operators, petroleum, petrochemical and chemical firms, auto manufacturers, other businesses with numerous branches, locations or distribution points, and universities, research and government bodies. For complete details, telephone Area Code 202, 967-4653. **London Trade Center. Jan. 12-16, 1970.**

ELECTRONICS PRODUCTION EQUIPMENT. France. France is the third largest manufacturer of electronic products in Europe. Total sales of this industry was in excess of $1.9 billion in 1967, up a healthy 10% over the previous year. Recent reports indicate that private outlays on plant and equipment in 1969 may increase as much as 22% over 1968. The French Government has instituted a plan to develop strong French computer and electronic component industries. Many sales opportunities exist for U.S. manufacturers of electronics production equipment. French manufacturers seek U.S. merchandise for advances in production techniques. This exhibit will be the second promotion at the new Paris Trade Center. Preliminary indications from U.S. industry indicate a very fast sell-out of space. Call Charles M. Whitley, Area Code 202, 967-4961 to reserve space or for more information. **Paris Trade Center. Jan. 12-17, 1970.**

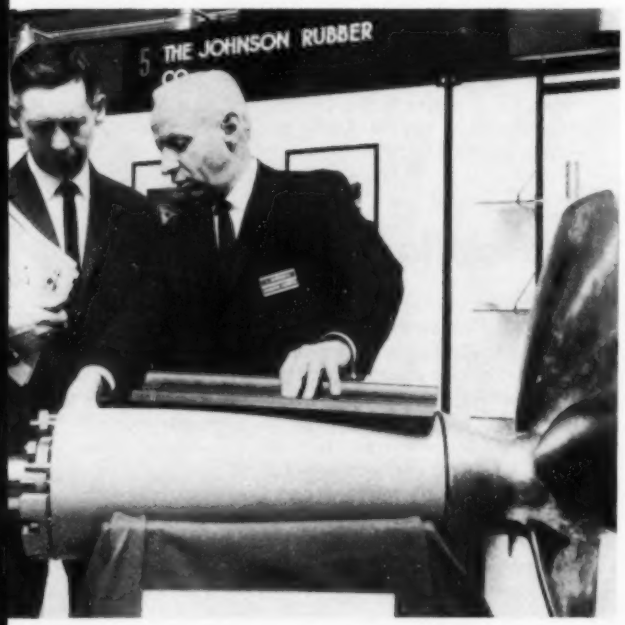
INDUSTRIAL AND MUNICIPAL SECURITY DEVICES. Sweden. Awareness of the availability of new equipment capable of providing better protection is opening up good sales opportunities, estimated at approximately $20 million per year in Sweden alone. A labor shortage has reduced the supply of industrial guards, and equipment to replace them is aging and inadequate. For American manufacturers of security equipment, sales prospects are particularly bright for

electronic intrusion detection devices and systems; multi-purpose alarm systems; premise protection equipment; closed-circuit TV and cameras; electronic release locks; fire protection devices and systems; access and parking lot control; police, patrol and uniformed force equipment; and many others. For full particulars about this exhibition, call area code 202, 967-5751. **Stockholm Trade Center. Jan. 14-20, 1970.**

URBAN PLANNING, MUNICIPAL DEVELOPMENT EXHIBITION-MISSION-SEMINAR. Thailand. An exhibition of water, sewerage and drainage systems, and related hardware and equipment will be featured in a trade show limited to 25 firms and will include several models of water and sewage systems as featured displays to draw attention to characteristics of U.S. equipment. The Consulting Engineers Council of the United States has agreed to sponsor a trade mission to Southeast Asia of engineering specialists in the field of water supply, sewage and waste treatment. This mission will coincide with the trade show in Bangkok. Also, a 3-day seminar will coincide with the trade show/trade mission and will be a main feature of the municipal development project. For more information call Area Code 202, 967-5148. **Bangkok Trade Center. Jan. 19-24, 1970.**

CRYOGENIC AND VACUUM EQUIPMENT. Japan. Growth and vigorous activity continue to characterize Japanese industry. A GNP over $140 billion is envisioned for 1969. American manufacturers of cryogenic and vacuum equipment should find an excellent opportunity to sell advanced and more sophisticated equipment. In Japan, the recognition of the value to industry of both cryogenic and vacuum equipment is expanding, and the U.S. is a leader in the field. A recent market survey shows sales potential existing for a wide range of products, including: hydrogen and nitrogen liquid pumps, refrigeration equipment and cryostats, cryobiology equipment, food freezing systems, rotary compressors, vacuum deposition monitors, vaporizers, vacuum chambers, air and gas conditioners and instrumentation and controls. Additional potential exists in areas of specialized engineering and design services for complete cryogenic plant design, freeze drying equipment, cryogenic food freezing systems and temperature rated conveyors. For more information on markets and details on participation, call Area Code 202, 967-4512. **Tokyo Trade Center. Jan. 26-31, 1970.**

EXTENDED HUBS caused comment from a potential buyer at the Johnson Rubber Co., Middlefield, Ohio, exhibit. The MARITIME/USA show at the Stockholm Trade Center in January featured 32 U.S. companies.



BIOCHEMICAL TEST, CONTROL EQUIPMENT. United Kingdom. Use of biochemical test and control equipment in Britain is seen expanding in the future. Capital expenditure on biochemical instruments is expected to top $31 million in 1970, with 28% for imports and about three-quarters of these imports coming from the U.S. To help U.S. exporters get a fair share of this growing market, the Department of Commerce will promote this exhibition to U.K. potential buyers among fermentation and other metabolic process producers, processors of food and other natural products, environment control and treatment bodies, hospitals, clinics and pathology laboratories, and biochemical research laboratories. For complete details, telephone Area Code 202, 967-3848. **London Trade Center. Feb. 9-13, 1970.**

PHOTOGRAPHY FOR SCIENCE, INDUSTRY. Italy. With few exceptions Italy is a net importer of cameras and other photographic products. In 1968 Italians bought approximately $5.5 million in U.S. photographic equipment which is respected for its precision and durability, and is a 22% share of a market which it is believed will continue to develop rapidly over the next several years. Italy's rising standard of living and high rate of industrial expansion, the highest in Europe, have increased the range of potential users of photographic equipment in industrial and scientific research sectors. American products ranging from automatic electronic photo processing laboratories through photogrammetry instrumentation and high-speed motion picture cameras will find a receptive market. This special display opportunity for U.S. manufacturers will be held in Milan, a city in the center of the Italian photographic products market. For further market information and details about exhibiting, call Area Code 202, 967-3968. **Milan Trade Center. Feb. 10-14, 1970.**

INDUSTRIAL ASSEMBLY EQUIPMENT, SUPPLIES. Japan. The demand for industrial assembly equipment and supplies is growing rapidly in Japan. Demand is estimated to increase up to 50% annually for some products in the next several years. Imports currently amount to about $6 million annually with the U.S. having the major share. U.S. equipment and supplies are superior in quality and sales could be increased considerably with aggressive sales promotion. Excellent sales potential has been identified for 38 product categories including torque tension testers for assembly lines, special metal and plastic fasteners, blind and bolt type rivets, spring steel and spread nut type fasteners, torque equipment for portable power and hand tools, and numerically controlled welders. Other U.S. products with favorable marketability are several specialized adhesives, sealants and tapes; assembly equipment such as automatic bolts and threaders, presses, riveters and clamps; special purpose nuts, bolts, screws, studs, pins, inserts, rivnuts, retaining rings, weld fasteners, latches and clamps; pneumatic staplers and nailers, power screw drivers, nut setters; laser and multi-station welders, stud welding systems; positioning systems for welding and soldering work and ultrasonic wire and chip bonders. Plan now to explore this lucrative market. For complete details telephone

Area Code 202, 967-4511. **Tokyo Trade Center. Feb. 23-28, 1970.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. Exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. For further information call Area Code 202, 967-2425. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress, Frankfurt. June 17-24, 1970.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

HIGH FIDELITY STEREOPHONIC SOUND EQUIPMENT. Italy. Through close collaboration, the U.S. Exhibitions' staff and Italy's Salone della Musica are launching a campaign aimed at hi-fi and stereo equipment dealers and users. This cooperative effort will include audience solicitation, press conferences, and joint attendance at opening ceremonies. Amplifiers, tape cartridges, speakers, tuners, receivers, turntables and automobile stereos are items among the equipment and accessories that will make up the U.S. Exhibition. **Milan Trade Center. Sept. 7-11.**

COMPONENTS FOR MACHINERY & VEHICLES. Scandinavia. This exhibition will be directed primarily to Scandinavian original equipment manufacturers of machinery and vehicles. There are several hundred such firms in Sweden alone who manufacture over $1 billion in machinery and vehicles annually. **Stockholm Trade Center. Sept. 17-23.**

MACHINE TOOLS AND QUALITY CONTROL EQUIPMENT. Mexico. U.S. industry can improve its share of the Mexican market through aggressive selling and greater sales promotion efforts. To assist the U.S. machine tool industry, the Department of Commerce and the American Society of Tool and Manufacturing Engineers (ASTME) will sponsor the First Inter-American Manufacturing Engineering Conference to be held in conjuction with the Department of Commerce Machine Tool Solo Exhibition. **U.S. Solo Exhibition, Mexico City. Sept. 18-26.**

THERMAL INSTRUMENTS. United Kingdom. In the United Kingdom the market for all thermal instruments totaled $75 million in 1968. That group of thermal instruments to be included in this exhibition had a 1968 market of $50 million. The thermal instrument market, under conditions existing at the beginning of the year, is projected to increase by 10% in 1969. The increase will be greater for those products incorporating advanced technology as the United Kingdom continues to rationalize and expand industrial production. **London Trade Center. Sept. 22-26.**

COMPUTER COMMUNICATIONS AND DISPLAY EQUIPMENT. Germany. Germany is the largest computer market outside the United States. There were approximately

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Weeks promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. Consumer goods suppliers interested in selling to overseas stores holding America Weeks promotions should contact the overseas stores directly if agents are utilized, or otherwise work through the stores' U.S.-based buying office.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration and to indicate the languages in which it is available.

Write: America Weeks, BIC-926, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, **write:** Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, **write** to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-926, Department of Commerce, Washington, D.C. 20230.

3,800 computers installed as of January 1, 1968, and this figure is projected to grow by about 1,000 installations per year until 1972. Exports from the U.S. have also grown on an average of 50% during the past 3 years reaching $81 million in 1968. **Frankfurt Trade Center. Sept. 22-26.**

AUTOMOTIVE DIAGNOSTIC AND SERVICE EQUIPMENT. Japan. Growth in automobile ownership, combined with a compulsory comprehensive inspection system, has created a growth market for diagnostic and service equipment. Thirteen million four-wheel vehicles were registered in Japan in 1968, a 30% increase over 1967. By 1973, registrations are expected to reach 22 million. Over 40,000 automotive service facilities are now in existence, and severe shortage of skilled mechanics has created a growing demand for advanced service and maintenance equipment. **Tokyo Trade Center. Sept. 29-Oct. 4.**

CONSUMER PRODUCTS. Hong Kong and Australia. The largest single America Weeks promotion to date, is planned now through October, throughout the Myer's/Farmer's chain of stores located in Brisbane, Adelaide, Melbourne, and Sydney, Australia. Myer Emporium, Ltd., stores form one of the most important department store chains in Australia, with 41 units. **Promotions in progress now through October.**

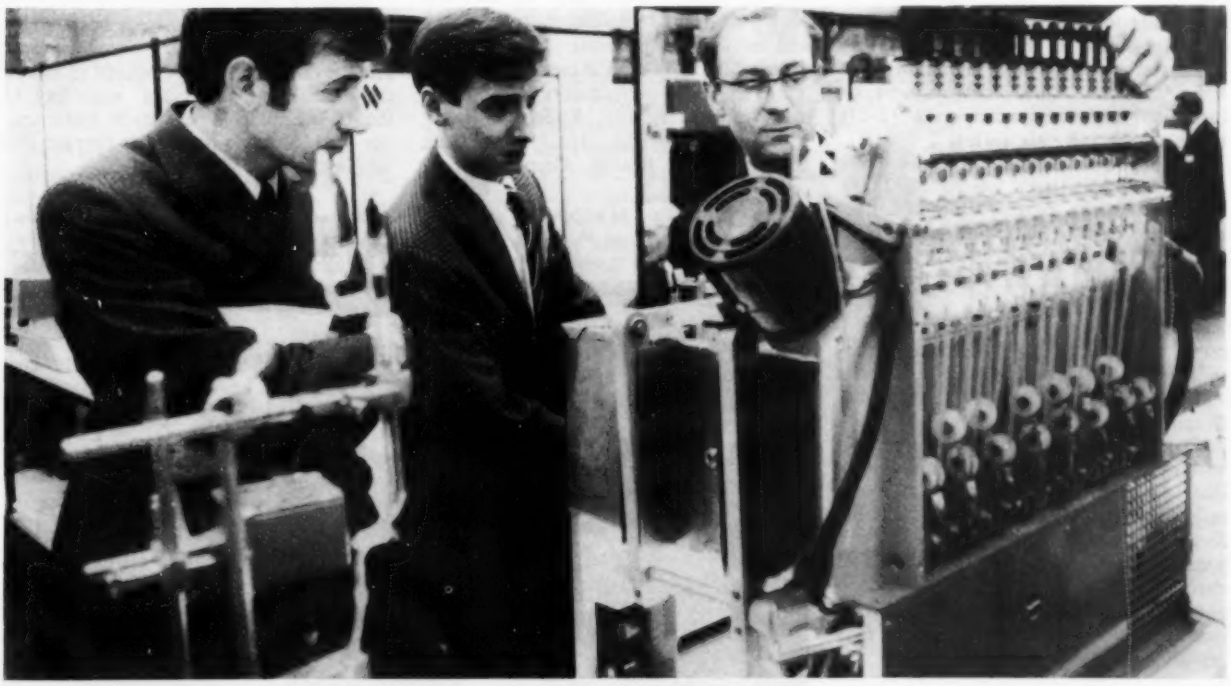
PRODUCTION EQUIPMENT FOR THE ELECTRONICS INDUSTRY. Japan. Japan is the second largest producer of electronic products. This growth has fostered a demand for electronics production equipment, a significant portion of which must be imported. For example, imports account for from 60-70% of the integrated circuit production equipment used in Japan. Purchases of electronics production equipment during 1968 have been estimated at over $30.5 million. **U.S. Commercial Exhibition, Japan Electronics Show, Osaka. Oct. 1-7.**

NUCLEAR EQUIPMENT. Switzerland. The European market is becoming especially attractive as programs for nuclear energy for power generation and the use of nuclear technology for many other uses becomes a multibillion dollar business. Sales of nuclear equipment will soar as the industrialized countries expand their activities in this field. New opportunities for U.S. suppliers of nuclear equipment are opening up. **U.S. Commercial Exhibition, NUCLEX '69, Basel, Switzerland. Oct. 6-11.**

SHIPBUILDING, MARINE AND PORT EQUIPMENT. Netherlands. Shipbuilders, shipowners, stevedoring companies and port officials from throughout the world will attend this show, which is the largest international maritime exhibition. The shipbuilding and marine industries are regaining vitality and are again becoming important in the economies of the Western European maritime countries. Both builders and owners are looking for advanced equipment and machinery which will help them maintain or improve their competitive position. **U.S. Commercial Exhibition, EUROPORT '69 8th Annual International Maritime Exhibition, Amsterdam, Nov. 11-15.**

LASER EQUIPMENT. France. Presently the market for laser hardware and systems in Europe is estimated at about $3.5 million. Demand is expected to soar, and by 1972 it is forecast that sales will reach $8 million annually. Until recently, interest in laser technology was centered mainly in scientific and academic circles, but now industry is becoming aware of the use of lasers for commercial and industrial purposes. This exhibition will be the opening show at the new U.S. Trade Center in Paris. **Paris Trade Center. Nov. 17-21.**

CONCENTRATING ON THE RESPIROMETER, two clients watch a demonstration by Yves Texier, French representative of Gilson Medical Electronics, Middleton, Wis. The advanced medical equipment display was part of a chromatography and spectroscopy instrument show held January in Frankfurt's Trade Center.



PAN AMERICAN'S MOBILE TRADE FAIR opened in Buenos Aires and attracted the crowd above. Textronix, whose booth is pictured in background was one of six U.S. firms which visited five South American cities in 32 days and reported $897,000 in combined sales.

Latin Americans offered lab equipment, moon tickets at spring mobile trade fair

Businessmen from six U.S. electronic and laboratory equipment companies fly with Pan American to five cities, see 3,000 buyers

A ticket to the moon for tomorrow, or the best in U.S. electronics and lab equipment for today . . .

Businessmen in five Latin American cities responded to this invitation from Pan American World Airways and six associated U.S. companies on a 32-day mobile trade fair this spring.

Although ticket sales to space were light, equipment sales totaled $897,000. By country, the participating manufacturers forecast $225,000 in sales from Mexico, $163,000 from Chile, $220,000 from Argentina and $259,000 from Brazil.

With two tons of specialized equipment, the participating firms held exhibits in Mexico City, Santiago, Chile, Buenos Aires, Rio de Janeiro, and Sao Paulo, Brazil.

Objectives of the mission included actual demonstrations for customers who, due to their nations' import regulations, might not otherwise see the products before purchasing. Also, exhibitors met greater numbers of clients as a result of their participation with other non-competitive firms in allied fields. Approximately 3,000 prospective buyers in four areas viewed the demonstrations.

A further benefit derived from the mobile fair was the opportunity for the companies to train their distributors to sell and service new products.

In addition to Pan American of New York, the other participators were: Beckman Instruments, Inc., Fullerton, Calif.; Electronic Associates, Inc., West Long Branch, N.J.: Instron Corp., Canton, Mass.; Keithley Instruments, Inc., Cleveland; Laboratory Equipment Corp., St. Joseph, Mich.; and Tektronix, Inc., Beaverton, Ore.

Medical equipment displayed in Beirut

Featuring electronic medical and surgical equipment, two U.S. manufacturers staged an exhibition at the Beirut Samples Display Center of the U.S. Embassy Apr. 21-May 3.

The Birtcher Corp. of Los Angeles and the Howmet Corp. of Rutherford, N.J., through their joint Lebanese distributor the Asiatic Trading Co. of Beirut (SADEC), anticipate $20,000 in sales before the end of this year, with additional sales of $25,000 for 1970 and $50,000 for 1971.

To attract potential buyers, the Samples Display Center employed special hours of operation to suit the visitors work schedules.

The 33 visitors who attended the display represented nine hospitals and included several university members, doctors and students.

Birtcher equipment on display included cardiac monitoring systems and electrosurgery and physical therapy instruments. Howmet displayed Vitallium surgical instruments.

Under a 1967 law passed by the Lebanese government, all private hospitals in that nation must move to independent premises if they are now housed in public facilities. This has created, according to the U.S. Embassy, new trade opportunities for U.S. made hospital equipment and supplies.

MEDICAL AND SURGICAL EQUIPMENT displayed by the Birtcher Corp., Los Angeles, and Howmet Corp., Rutherford, N.J., attracted 33 visitors to the Samples Display Center at the U.S. Embassy in Beirut. Approximately $20,000 in sales are expected this year; $25,000 in new orders are projected for 1970.

Industrial security equipment sought to bolster existing Scandinavian supply

Trade Center exhibition will feature most needed items: alarms, cameras, electronic releases and locks, police and investigation aids

New sales opportunities are opening for U.S. makers of industrial security equipment in Scandinavia, where a labor shortage has reduced the supply of industrial guards.

To help American manufacturers of this equipment reach the major Scandinavian industrial and municipal buyers, the Department of Commerce will stage an Industrial and Municipal Security Devices Exhibition at the U.S. Trade Center in Stockholm Jan. 14-20, 1970.

Research by the Department's Bureau of International Commerce, which will conduct the exhibition, shows that Sweden accounts for one-third to one-half the Scandinavian market for security equipment. Swedish buyers currently are spending about $20 million a year for security devices. About one-third is imported.

The research shows good demand for intrusion alarm devices, multipurpose alarm systems, premise protection, cameras, and electronic releases and locks. A limited demand is seen for fire alarm devices and systems, closed-circuit television, investigative aids, patrol equipment, uniformed force equipment, and access and parking lot control.

Specific items in demand are:

► Intrusion alarm devices: audio, vibration, perimeter, volumetric, and hold-up.

► Multipurpose alarm systems: multipurpose systems, including radio signaling.

► Premise protection: central clock station reporting systems, fencing, perimeter protection, and theft and robbery preventive equipment.

► Cameras: still and motion picture cameras in connection with check-cashing, identification, surveillance and hold-up; also, miniature cameras.

► Electronic releases and locks: guard booth equipment, parking control, and remote entrance surveillance.

► Fire alarm devices and systems: combustion, fixed-temperature, rate-of-rise, and smoke obscuration.

► Closed-circuit television: cameras, monitors, video-tape recorders and related equipment.

► Investigative aids: breath-testing devices, black-light equipment, auto identification and recorders, polygraph instrumentation, suspect identification.

► Police and other uniformed force patrol equipment: radar timing devices, patrol vehicles, warning devices, and gas simulators.

► Access and parking lot control; card key systems and code-operated push buttons.

A Commerce market development team will contact key buyers and prospective agents and distributors throughout Scandinavia to assure their attendance at the Stockholm show.

The London, Frankfurt and Milan Trade Centers have staged similar security equipment exhibitions over the past four years. Nineteen agency agreements were signed during the three shows, and 29 were signed afterward. At the end of the June exhibition in Milan, 58 prospective agents were under review.

U.S. makers of industrial security equipment have discovered a brisk market for their products by participating in similar Commerce Department exhibitions in Western Europe. Twenty-nine manufacturers registered first-year sales totalling $1,218,000 as the result of an exhibition at the U.S. Trade Center in Frankfurt in April 1968. At a June 1969 show at the U.S. Trade Center in Milan, 35 exhibits reported floor sales of $504,000, and estimated that additional first-year sales would total $6,172,500.

U.S. manufacturers interested in participating in the January Stockholm exhibition at the Trade Center may obtain further information from the U.S. Department of Commerce (BIC-946), Washington, D.C. 20230 Area Code 202, 967-5751, or from any of the 42 Commerce Field Offices.

Industrial safety, hygiene show, congress set for fall

Duesseldorf, Germany, will host the Seventh Industrial Safety and Factory Hygiene trade fair Nov. 12-15, and the accompanying congress on Nov. 13-15.

U.S. manufacturers of protective clothing, safety devices, first aid and factory medical equipment, health protective measures, transportation safety, in-plant problems and radiation safety devices are invited to exhibit.

Write: NOWEA, 4000 Duesseldorf 10, Postfach 10203, Germany.

Paris Air Show totals climb

The U.S. Exhibition at the 28th International Aerospace Exhibition in Paris has closed its books with a total of $553,500 in floor sales and an anticipated $28.5 million in additional sales over the next year.

These final figures are up substantially from earlier reports (see *International Commerce*, June 23) released at the show's close. At $430,000 in floor sales and $19.6 million in projected 12-month sales, the earlier totals were still, however, the highest reported by U.S. exhibitors from any previous Paris Air Show.

Aided by the arrival of the Boeing 747, world's largest commercial airliner, making its maiden intercontinental flight, and by the presence of the Apollo 8's reentry-scorched command module, the U.S. pavilion drew crowds of more than 800,000 in a 10-day run ending June 8.

Products ranging from new engines to inflight motion pictures were displayed by 185 U.S. exhibitors, half of whom had space in the U.S. pavilion. Forty-seven of the 61 U.S. participants, representing a total of 86 companies, reported the sales figures.

The U.S. exhibition was directed by the Department of Commerce's Bureau of International Commerce with cooperation from the Department of Transportation in managing the U.S. part of the flightline.

At the end of the show, 49 potential overseas agents and distributors were under review by one-third of the 61 exhibitors in the U.S. pavilion. These firms were new to the Western European market.

A 65% increase in registered trade visitors over the last 1967 Paris Air Show also set a record for the U.S. pavilion—5,500 of these visited the U.S. exhibition.

U.K. working on deficit

Need to begin foreign debt repayment remains nation's top economic priority

U.K. economic policy continues to focus on the need to bring the balance of payments into surplus in order to begin repayment of accumulated foreign debt, according to the semi-annual Economic Trends Report from the U.S. Embassy in London.

Chancellor of the Exchequer Roy Jenkins made this clear in his May 22 letter to the Managing Director of the International Monetary Fund, requesting a standby credit of $1 billion: "In the financial year ending in March 1970, the objective is to obtain a surplus of at least £300 million ($720 million) on the current and long-term capital account of the balance of payments. . . . The Government believes that the policies set forth in this letter are adequate to achieve the objectives of its program, but will take any further measures that may become appropriate for this purpose."

The policies referred to include increased taxation, checks on public spending, and limitation of credit expansion. The Chancellor noted that the increases in direct and indirect taxation made in the 1968 and 1969 Budgets and in the November 1968 measures are expected to yield $3.6 billion per year, which represents an increase of almost 15% in total tax revenues of the Central Government.

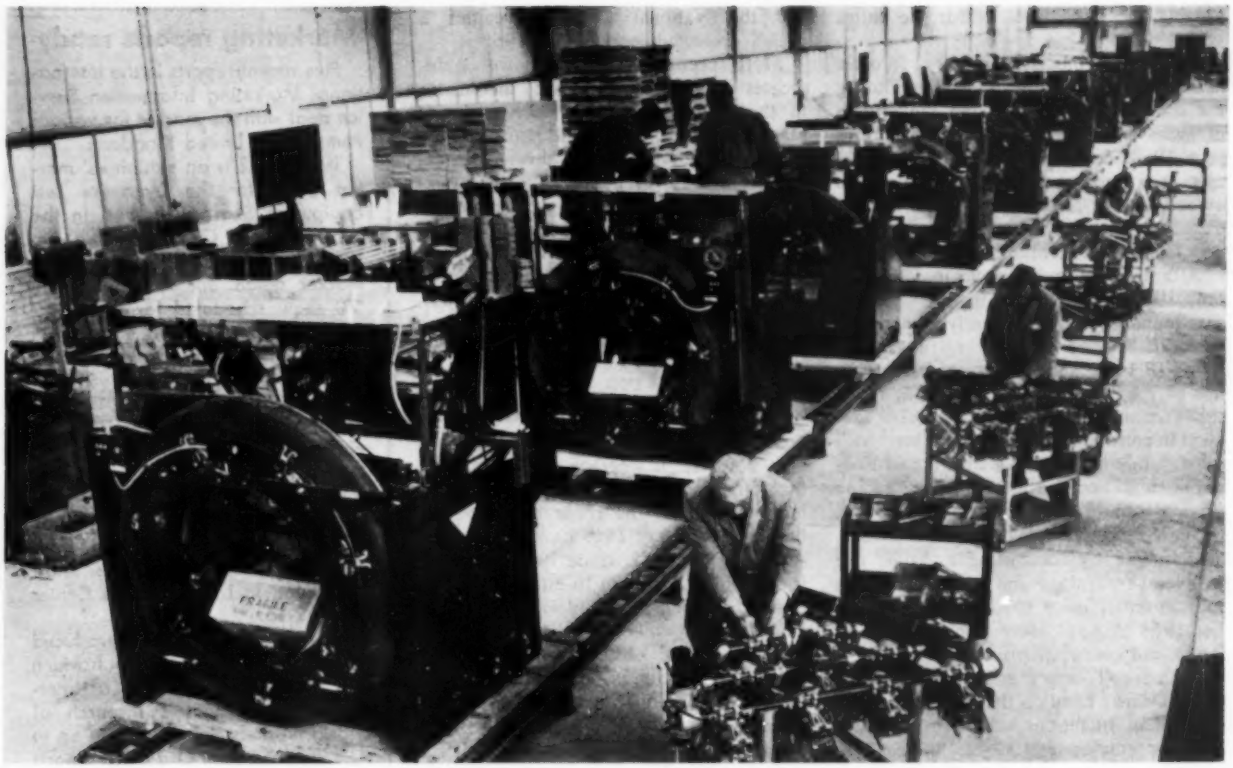
Since public expenditure is to be held to a 1% increase in real terms in the 1969-70 fiscal year, the Chancellor estimates that the Central Government budget will move from a deficit of $3.2 billion in 1967-68 to a deficit of about $170 million in 1968-69, to a surplus approaching $2.4 billion in 1969-70.

The Government fiscal and monetary policies appear quite potent for achieving the intended squeeze on domestic consumption in order to restrain imports and to make resources available for expansion in the export sector. In fact, during the first quarter of 1969, consumer expenditure was down by more than 1% from the fourth quarter of 1968, and the preliminary figures for April and May indi-

Trends in U.K. imports from U.S.

	U.K. imports from the U.S. 1968 ($ million, c.i.f)	U.S. market share, 1968 (%)	Percent change 1962-67	Percent change 1967-68	U.S. share index, 1968 (1962 = 100)
Chemicals:	243.9	24.5	+ 76	+ 33	97.6
Elements and compounds	99.5	24.4	+ 88	+ 35	98.4
Essential oils and perfume materials	14.1	28.2	+169	+ 44	158.4
Plastic materials and artificial resins	61.6	31.1	+ 75	+ 21	81.8
Manufactured goods, by material:	332.7	8.1	+ 81	+ 36	96.4
Leather, leather products and dressed furs	3.0	3.8	+114	0	158.3
Wood and cork manufactures	6.9	3.0	+161	− 49	69.8
Paper, paperboard, and their products	51.4	11.5	+ 41	+ 27	101.8
Textile yarn, fabrics and articles	31.1	5.6	+ 53	+ 17	105.7
Iron and steel	22.3	6.0	+207	+ 23	130.4
Non-ferrous metals	150.7	11.1	+ 70	+ 65	119.4
Machinery and transport equipment	1,074.7	37.7	+139	+ 57	124.8
Machinery other than electric	472.9	31.2	+101	+ 25	96.9
Electrical machinery and appliances	201.5	35.5	+133	+ 28	100.9
Transport equipment	400.3	52.2	+398	+170	293.3*
Miscellaneous manufactured articles	207.6	18.6	+133	+ 19	123.2
Clothing	7.2	2.7	+ 5	+ 83	93.1
Scientific instruments, photo equipment, etc.	81.2	30.8	+220	+ 8	141.3
Total manufactures	**1,858.8**	**20.5**	**+115**	**+ 44**	**118.3****
Total (including non-manufactures)	**2,551.2**	**13.5**	**+ 70**	**+ 30**	**127.3**

* Including military aircraft under special contract
** About 100.6 excluding military aircraft
Source: *Report on Overseas Trade* (Board of Trade, various issues)



AUTOMATIC PINSPOTTERS are produced in plant of AMF International Ltd., Whitstable, Kent. AMF Int'l is American Machine & Foundry Co.'s U.K. subsidiary.

cate a continued subdued level of demand.

U.S. exports to the United Kingdom during the first quarter were greatly affected by the American dock strike. Shipments were down about 25% from the fourth quarter of 1968, although the level in the latter part of 1968 was probably inflated somewhat by exports in anticipation of the dock strike. In May, U.K. imports from the United States were at about the same level as during the latter part of 1968, but no clear trend is discernible.

Chemical and machine imports

The United States supplies about one-quarter of U.K. imports of chemicals from all sources and a third of machinery imports. From 1962 to 1968 the U.S. share of the chemical market dropped slightly as did the share of non-electrical machinery, while the share for electrical machinery rose slightly.

From 1962 to 1967 U.K. chemical imports from the United States increased 76% and machinery imports were up by 100%. The further increases listed for 1968 partly reflect the higher prices, in terms of sterling, resulting from devaluation.

The growth of total U.K. manufactured imports from the United States from 1962 to 1967 of 115% (or roughly 105% excluding military aircraft) is far above the 69% increase in U.S. manufactured exports to all developed areas over this period.

The average 20% share of the U.K. market held by U.S. exports also compares favorably with the 11.9% of the EEC market and the 12% of the rest of Western Europe.

The U.K. market, in sum, has been well above average in growth and market penetration for U.S. exports. The expected investment expansion in the United Kingdom provides especially good future prospects in the dominant machinery category. A related category, "professional, scientific and controlling instruments," has also been an extremely good performer in the past—imports from the United States increased 220% from 1962 to 1967, and the U.S. now holds over 30% of total U.K imports in this field.

Industrial production declined

In addition to consumer spending, industrial production also declined in the first quarter, with construction particularly hard hit. Unemployment, seasonally adjusted, has been rising steadily from a low of 2.1% in January to 2.3% in June. Inventory levels of manufacturing industries have been built up steadily over the past year, and with the present high rates of interest, a slackening in the rate of stockbuilding can be expected.

Gross domestic product in the first quarter of 1969 was about 1½% below the level in the last quarter of 1968, or

U.S. trade promotion

In support of U.S. exports of machinery and scientific equipment, the U.S. Trade Center in London has put on five major exhibits during the first half of 1969, in such advanced technological fields as marine equipment and computer graphics and displays. The latter show established record highs for attendance and projected sales. The five shows combined introduced 24 new American firms to the United Kingdom market, and total projected sales are estimated at $12.6 million.

roughly the same level as for the entire year 1968.

The April official Treasury forecast predicts some recovery in spending during the second half of 1969, but the growth of gross domestic product for the entire year 1969, compared with 1968, is forecast at a modest 2.3%. Two uncertain aspects of this forecast, however, are the expected increases in consumer spending and fixed investment.

Although the savings ratio in 1968 was only slightly below that in 1967, consumer spending was significantly higher than forecast because average earnings rose more (8.1%) and consumer prices rose less (4.7%) than was expected. For 1969, the Treasury forecast shows a 0.2% decline in consumer spending compared with 1968, while the National Institute of Economic and Social Research, the leading private forecaster, forecasts a small 0.2% increase. The National Institute elaborates further by forecasting a 5.5% rise in average earnings and a 4.2% rise in the consumer price index. From December 1968 to April 1969 earnings were up 2.8% and consumer prices 2.4%.

Both the Treasury and National Institute forecasts mention the Board of Trade investment intentions survey in January, which predicted a 10-14% increase in manufacturing investments during 1969, and the National Institute specifies a 13.3% expected increase for 1969.

More recent information, however, indicates a smaller increase: investment in the first quarter of 1969 was lower than anticipated; the June Board of Trade investment survey revised downwards its earlier forecast in manufacturing investment to 7-8% (although subsequent revisions in the data for the first quarter of 1969 indicate that this may be overly pessimistic); and a separate survey by the Confederation of British Industry indicated a downward revision of investment plans, especially in the consumer goods industries.

Some grounds for optimism

The real test of the Government policies, however, is whether the squeeze on the domestic front will result in a marked improvement in the trade balance. The first five months of 1969 have shown wide swings in the U.K. trade balance and it is difficult at this point to establish a clear trend. The smallest post-devaluation trade deficit of $29 million in January was followed by three successive large deficits of $125-154 million in February-April; the May and June figures showed welcome reductions in the deficit to $34 million and $67 million, respectively.

Exports reached record levels of $1,361 million in May and $1,426 million in June, with particularly large gains in shipments of machinery and road motor vehicles. Business surveys continue to be decidedly optimistic in regard to further export gains, and with another buoyant year for world trade likely, there is reason to believe that U.K. exports will continue to improve. The April Treasury forecasts predicted a 5.5% growth in the volume of exports for 1969 while the National Institute forecast a 4.9% rise in May.

The statistics should be helped further by a recent investigation which uncovered an under-recording of U.K. exports since 1964 on the order of 2-3%. To the extent that these exports are properly recorded in the future, U.K. export figures will be increased by $26-38 million per month.

Imports have remained approximately level, in volume terms, since the early months of 1968, while in terms of value, the monthly average for the first half of 1969 was about 3% higher than calendar 1968. The slower anticipated growth of the economy for 1969 should act to re-

TUNNEL RING COMPONENTS are inspected at Head Wrightson's Eggleschiffe Foundry, Stockton-on-Tees, before shipment to New York for two-thirds of a mile long sewer main being driven beneath Manhattan. U.K. exports were at record levels in May and June; continued improvement is predicted.

Marketing reports ready

Five recent reports in the International Marketing Information Service deal with the market for various items in the United Kingdom:

IMIS 69-52 is an exhibitors' market guide for the Dynamics Test Equipment Show scheduled in the London Trade Center Nov. 10-14; IMIS 69-61 is also an exhibitors' market guide, for the Metallurgy '70 show scheduled for Oct. 8-12 in the London Trade Center; IMIS 69-104 studies the market for U.S. industrial gas equipment in the United Kingdom; IMIS 69-105 assesses sales prospects for U.S. mechanical transmission equipment; IMIS 69-113 outlines the market outlook for U.S. microfilm and reprographic equipment, and IMIS 69-67 is an exhibitor's market guide for Data Transmission Facilities Show scheduled in London Trade Center Jan. 12-16.

The IMIS was recently introduced to provide a channel through which the results of the Bureau of International Commerce's research of world markets can be passed on to U.S. businessmen. Order the reports for 10¢ apiece from the Sales and Distribution Branch, Room 2119, U.S. Dept. of Commerce, Wash., D.C. 20230, or any Department of Commerce Field Office.

strain the level of imports. The National Institute forecasts a 2.1% rise in the volume of imports of goods and services for 1969, compared with a 1.3% rise in the Treasury forecast.

In addition to the trade balance, the Chancellor's objective of a $720 million surplus for the year ending March 1970 includes invisibles and long-term capital. The monthly surplus on invisibles averaged $74 million in 1968 and rose to $113 million in the first quarter of 1969. The latter figure is abnormally high, but some improvement in the surplus on invisibles is expected in 1969. Long-term capital is difficult to predict; the net outflow during 1968 was a relatively small $94 million for the calendar year.

Key determinant

The machinery sector, accounting for 27% of total U.K. exports and 10% of imports, is a key determinant of the U.K. trade balance; it is also central to the anticipated expansion of investment in the domestic economy. The time lag between devaluation and the resulting increase in exports is especially large for machinery, and U.K. exports during 1968, accordingly, did not show dramatic gains.

More recently, however, deliveries, particularly order books, have been growing steadily. The volume of new export orders for the engineering industries during the first quarter of 1969, seasonally adjusted, was 26% above the average for 1968 and 46% above the average for 1967. Machine tool export orders are extremely favorable: 52% higher, by value, during January-April than the average for 1968, and almost 60% higher than 1967.

The upswing in domestic investment during the latter half of 1968 and the expected further rise during 1969, however, compete for the available output of the machinery sector and there are some indications of plant capacity and labor supply limitations. The June survey of the Confederation of British Industry noted that about half of the respondents of the capital goods industries listed skilled labor as a factor limiting output compared with a quarter of respondents from consumer goods industries.

Of course, an investment boom would ultimately provide the required new plant capacity for the machinery sector, but there can be long time lags between capital expenditure and the initial operation of new plant and equipment. In the meantime, machinery imports may rise and export deliveries could slacken in response to the requirements of domestic demand.

Agricultural diversity keeps Cameroon's economy healthy; U.S. firms active despite French edge

Political stability, liberal policies attract American investors; growing industrial plant, mineral and oil potential help outlook

As Cameroon approaches the tenth anniversary of national independence, a real economic growth rate of approximately 2½% is being sustained, according to the annual Economic Trends Report from the United States Embassy in Yaounde.

Cameroon's political stability, sustained growth, and liberal economic policies, which include such incentives to American investment as an Investment Agreement and a very liberal Investment Code, have been attracting additional private U.S. capital. The Gorton Corp. has a 50% interest in the shrimp fishing company which will soon be operating out of Douala. Esso, which recently became the third American firm marketing petroleum products in Cameroon, is presently building a chain of service stations throughout the country. Local banks in which American banks are important participants are opening new branches and increasing their capital. A third American company will soon join Gulf and Mobil in the search for petroleum.

U.S. firms win contract

French commercial interests still play an influential role in Cameroon's economic life. But the country's economic independence was underscored several months ago by the award of a telecommunications project contract to two American firms in the face of extremely strong French competition. The attainment of increasing economic independence is a national policy objective, and the country's leaders sincerely welcome American investment as one means of realizing this objective.

Although the credit squeeze has had an inhibiting effect, a number of American firms are currently studying the possibility of investing in Cameroon. An instant coffee plant, a pineapple plantation-processing plant complex, a tomato processing plant, a plywood mill, hotel construction or management and commercial fishing are among the fields in which American investment would be welcomed by the Government.

Unfortunately for American exporters, the recently renewed Yaounde Convention maintains in effect the system of reverse preferences by which developing states associated with the Common Market impose lower import taxes on goods of Common Market origin than they do on goods coming from other areas. At present the average differential on goods entering Cameroon is about 25%, which makes it impossible for most U.S. exports to compete on a price basis with Common Market exports.

Tariff discrimination

This tariff discrimination is the primary reason for the chronic adverse U.S. commercial balance with Cameroon, an adverse balance which is not likely to be rectified while the discrimination persists.

Another factor contributing to the deficit is Cameroon's import quota system, which establishes quantitative limits on the volume of imports from outside the Common Market and the Franc Zone. Protectionism has not been a significant barrier to American exports, but it seems likely that American rice, which has been a major export item to Cameroon, is going to face increasing difficulties obtaining entry to the local market as Cameroon's own production of this commodity increases.

Many overcome problems

Of course, many American companies are overcoming the problems posed by reverse preference and quotas by supplying Cameroon from factories set up within the Common Market. Sales of this description are increasing, but they are not recorded separately in the trade statistics of either nation and are thus impossible to qualify.

United States assistance to Cameroon includes $10 million in financing for the Belabo-Ngaoundere section of the Trans-Cameroonian Railway, $3.5 million in

financing for the Kumba-Mamfe road, a modest scholarship program, and a smallpox-measles vaccination program, as well as a Peace Corps contingent.

As Cameroon is not among those African states to which the United States will continue to render bilateral assistance, future AID programs will have to be either multi-donor or regional. But as one of the more important members of a number of regional organizations, and as a rare bi-lingual state, Cameroon will almost certainly be the site for a number of regional projects, including a regional textbook production center to which AID has already committed $210,000.

Positive commercial balance

Thanks to a positive commercial balance in its trade with the countries outside the Franc Zone, and to continuing foreign aid inputs, Cameroon is believed to be enjoying a favorable balance of payments. The monetary system's net foreign assets are also increasing. However, one key element in the balance of payments equation, the volume of private earnings and investment profits being repatriated by the resident foreign community, remains unknown.

Increased Government revenue, two-thirds of which is derived from an expanding foreign trade, is enabling the Government to raise capital expenditures while maintaining a balanced budget. A substantial volume of foreign aid is available to the country. Existing foreign debt, a large portion of which is undisbursed, is estimated at $180 million.

The Government's fiscal policies tend to be deflationary, but an inflationary trend is evident in the economy, although it is not of alarming proportions. To help combat it, the Government recently began enforcing price control regulations more strictly.

The outlook could be changed radically by political turmoil, adverse weather, or a sharp fall in the export prices of major export crops. None of these calamities appears imminent, and the immediate prospect for the Cameroonian economy is one of continuing growth.

Agricultural production increasing

Agriculture is and will remain for the foreseeable future the mainstay of the Cameroonian economy. Over 80% of the labor force is employed on the land, and cash crops, including timber, still account for about 80% of the country's export earnings. Unlike many developing nations, Cameroon is fortunate in having a multi-crop economy. Coffee, cocoa and timber are each major sources of export revenue, and bananas, rubber, cotton, peanuts and palm oil all make significant contributions to total export earnings.

This diversity of agricultural production has enabled the Federal Republic to withstand the shock of sudden changes in world market prices for individual tropical products. And, to a limited degree, it enables the country to adjust production to suit market trends.

Foreign trade back in balance

Good crops, continuing high prices for Cameroon's principal agricultural exports, especially cocoa, and growing foreign demand for Cameroon's industrial output produced a 22% rise in export earnings during 1968. As imports were held at the same level as the previous year, the serious trade imbalance of 1967 was not repeated and Cameroon achieved a favorable balance in its foreign trade.

Preliminary statistics for the first quarter of the current year show that the value of exports has increased by a further 19% while the value of imports has grown by only 4%. However, it is unlikely that figures for the whole year will be quite this favorable, as import levels during the first quarter were reduced only temporarily by the American dock strike and by Cameroon's delay in issuing import quotas.

The European Economic Community continues to buy about 70% of Cameroon's exports and to supply 70% of her import requirements. Within the Community the proportion of French imports of Cameroon goods is declining as the Dutch and West Germans take larger shares. The Soviet Union is becoming an important customer and has also increased its sales to Cameroon. Current statistics are distorted by the American dock strike, but figures for 1968 show only a slight improvement in the chronic United States trade imbalance with Cameroon.

Considerable interest has been shown by several overseas fishing companies in a large-scale shrimp fishing operation which is to get under way later this summer in Douala. Should the venture be successful, some of these firms may try to establish similar operations.

Vast virgin forests

The completion of the Transcameroonian Railroad as far as Belabo has opened to exploitation vast forests in the southern and eastern portions of the country. Private firms, mainly French, have already submitted applications for all of the concessions the Government proposes to grant in these areas, and a few concessions have already been awarded to the firms.

Government plans call for the quadrupling of timber exports within the next few years. Government receipts derived from timber exports are supposed to play an important part in financing development projects. But this will not be possible unless major improvements are made in either the road or railroad between Yaounde and Douala and in the port of Douala itself, where traffic is already approaching the capacity of the facilities available.

Industrial plant expanding

The gradual improvement in the local standard of living is being reflected in an increased demand for the foodstuffs, clothing, shoes, radios, cigarettes, soap, bicycles, which are processed, manufactured or assembled in more than 200 factories which, together with the large aluminum manufacturing complex at Edea, comprise Cameroon's sizable industrial sector. Demand for Cameroonian industrial products is also growing in the other UDEAC countries. Total sales to the countries of this area increased during the first five months of the year despite Chad's withdrawal from the organization.

To cope with this increased demand, several industrial firms have begun or will soon begin major expansion programs. The capacity of the textile plants at

U.S. equipment valued

American vehicles used for land clearing, road building and log handling are already well known in Cameroon. As the development of the physical infrastructure intensifies, new plantations are carved out of the jungle, and a forestry boom gets underway, the demand for these vehicles is accelerating. The step-up in the pace of the search for petroleum means increased sales opportunities for U.S. suppliers of drilling and testing equipment.

U.S. firms will be able to bid on the supply of equipment for the growing number of projects being financed by the World Bank. Equipment needs will include palm oil presses and refining systems, rice processing machinery and irrigation pumps. Almost all of the money to be loaned by AID for the Transcameroonian Railroad and the Kumba-Mamfe Road will be tied to purchase of American equipment.

Garoua and Douala is being greatly increased.

The French company which processes Cameroon's cotton crop will soon build a second cotton seed oil refinery. The leading local beverage manufacturer plans to add a second soft drink bottling plant in Douala. Output at the Edea aluminum complex will increase when engineering works designed to regulate the flow of the Sanaga River to provide a more constant-supply of hydroelectric power are completed.

Industrial investment slows

The worldwide credit squeeze has been reflected locally in a slowdown in industrial investment. Almost all of the firms which are now constructing their initial installations in Cameroon are doing so on the basis of investment decisions made from twelve to twenty-four months ago. Little private foreign investment capital is presently in sight, except in the forestry sector. Local private investment capital continues to be directed toward real estate, where the potential profits are much greater than in industry.

As a result of this slowdown, financing has not been found for a number of the factories envisioned in the current five-year development plan, including the tomato and pineapple processing plants, and the fertilizer works.

Continuing discoveries of additional petroleum reserves in eastern Nigeria and Gabon have heightened the interest of oil companies in Cameroon's onshore and offshore potential. Competition for available concessions has become more intense, and the pace of exploration is stepping up with considerable sums being invested in seismic studies and drilling. Traces of both natural gas and petroleum have been discovered, but quantities have not been considered commercially exploitable by the companies concerned.

In northern Cameroon a team of French geologists is continuing its exploration of the Poli area where traces of copper discovered two years ago. And in Yaounde the Government is moving toward establishment of a mixed company which will undertake further studies of the estimated 1.2 billion tons of low grade bauxite near Minim-Martap.

Tourist facilities expanding

A seafront hotel which opened at Kribi last fall in now accommodating many of the West German tourists who are visiting Cameroon in increasing numbers each year. A 250-room international-class hotel is nearing completion in Yaounde, and a smaller hotel of the same class in Garoua is expected to be finished before the end of the year. Additional cottages are being constructed by the Government in the game reserve at Waza and in other Government-run tourist camps in the north. A modern small hotel was recently completed in Bamenda in West Cameroon.

The Government is trying to arrange financing for a 250 room hotel in Douala. When construction of the Douala hotel is assured, the Government will be looking for financing for another hotel in Kribi as well as one in Victoria.

The Federal Republic's most important development project, the Transcameroonian Railway, has now been completed as far as Belabo, 293 kilometers east of Yaounde. With the contract for the remaining 337-kilometer stretch from Belabo to Ngaoundere to be awarded later this year, it is expected that by 1973 the northern and southern portions of the country will finally be linked by a reasonably efficient and economic transport system.

Barriers being overcome

With American exports to Cameroon currently running at about $10 million per year, it is obvious that reverse preferences and quota restrictions do not completely frustrate the American exporter. Some American goods are able to overcome the price barrier due to their superior quality or unique nature. Some U.S. goods face tariff differentials considerably less than 25%.

In addition, the equipment purchased with World Bank financing for use on development projects, as well as much of the equipment bought privately for use in industrial plants established under the provisions of the Investment Code, or for use in the exploitation of forestry or petroleum concessions, enters the country without payment of duty, giving U.S. exporters a chance to compete on an equal footing with other suppliers.

Important links between East and West Cameroon were recently established with the inauguration of the motor road from Douala to Tiko and of a 30 kilometer spur connecting Kumba with th Douala-Nkongsamba railway line. Reconstruction of the road between the two West Cameroonian centers of Kumba and Mamfe is to begin later this year with American assistance.

In the field of communications, a contract has been awarded to two American firms for the construction of a microwave telecommunications network between Yaounde and Fort Foureau. A French firm will construct a similar link between Yaounde and Douala. A study is being made of the possibility of connecting the Fort Foureau terminal of the Cameroonian microwave network with Chad's communications systems at Fort Lamy and with the Nigerian communications systems at Maiduguri. It appears likely that Cameroon will join INTELSAT and will eventually build an earth station.

Health and education

In the area of social infrastructure, the Government is devoting more of its resources to education and to public health. New hospitals were recently opened in a number of cities, and at the Federal University a School of Health Sciences is to open next Fall. The Government is presently negotiating with the World Bank a $10.3 million loan to be used to expand and improve educational institutions throughout the country.

Despite this progress, critical deficiencies remain in the country's infrastructure. Much of Cameroon's road network is extremely primitive, with some areas of the country entirely isolated during the rainy season. The port and airport at Douala and the railroad linking Douala with Yaounde must be improved soon to meet the demands of growing traffic. Even with the improvements programed, the facilities for secondary education and vocational training will remain grossly inadequate. In the more remote areas the majority of the children do not receive any education.

Modern medicine is still available to only a small percentage of the rural population. In the cities little has been done to provide public housing, and the country's two principal urban centers are still without common transport systems.

Wages stable

Wages are expected to remain relatively stable in the short term as both public and private employees were recently given 4% salary increases. Union enrollment is expanding slowly, but there is little militancy. General educational levels remain considerably in advance of those in neighboring French-speaking countries.

Cameroonianization of the private sector is Government policy, but only at a pace which does not disrupt the economy. A *rural exodus* is adding to urban unemployment and to a labor shortage in the countryside surrounding the main population centers. Low population density in the forests now being opened for exploitation will require the relocation of many workers.

Chile in recovery period

More import liberalization measures expected as export earnings continue growth

The overall outlook for the Chilean economy during 1969 is better than for the past two years. Growth in construction activity, the level of sales, and employment in recent months suggests that 1969 will be a year of economic recovery.

The drought, which lowered agricultural production in the 1967-1968 crop year and caused a significant decline in the 1968-1969 crop year, has been broken recently by rains. The negative influence of the drought on the economy is expected to continue, however, through the balance of 1969, according to the semi-annual Economic Trends Report from the U.S. Embassy in Santiago.

Chile's exports continue to bring high levels of foreign exchange earnings as a result of high prices for the principal export, copper. The high current level of investment activity also indicates good prospects for imports, particularly capital goods. Therefore, fundamental conditions indicate that Chile's current level of imports—the fifth largest import market in Latin America—will be sustained and possibly increased.

This is specially so since more import liberalization measures are expected (some have already been taken), backed by the improved reserve position resulting largely from high copper prices.

Export earnings remain high

Copper exports constitute approximately 75% of Chile's merchandise export earnings. The average sale price of copper on the London Metals Exchange (LME) in 1968 was 53 cents per pound. Through the first five months of 1969, the LME price was generally above 53 cents per pound. For several years prior to 1966 the price of copper was less than 40 cents per pound. In 1966 and 1967 the price averaged 40-50¢ per pound.

According to the latest data released by the Government of Chile, merchandise export earnings for 1968 were $915.5 million. This level compares favorably with 1965, $678.9 million; 1966, $866.3 million; and 1967, $869.9 million.

The high price for copper signified a greatly strengthened international reserve position for Chile. Chile's buildup of international reserves in 1968 was $129.2 million and through the first quarter of 1969 there was an additional $1.9 million increase. With reasonably good luck in production and the price of copper for the remainder of this year, export earnings and the increase in international reserves should be substantial.

U.S. trade outlook bright

It is reasonable to expect that, in the face of high export earnings, the Chilean Government will continue its move towards import liberalization. Trade liberalization measures of recent months include the reduction or removal of prior deposits for a large number of items and the elimination of the mandatory waiting period for remittance of payments for normal commercial imports. In practice, however, payment delays continue to occur. Also, high import duties remain the rule for most capital goods, and many consumer goods are prohibited entry.

How U.S. suppliers will fare in the promising Chilean import market will depend to a large extent on sales promotion efforts. The fact that Chile is located at a great distance from the United States, is outside main trade routes, and has strong ethnic ties with European countries makes it all the more necessary for U.S. exporters to devote special and continuing attention to the market.

Chile had an import market of $700-$750 million in 1967 and estimates for 1968 indicate a market of from $820-$870 million. Imports in 1969 may well reach levels 40 to 50% higher than that of 1965 and 75% higher than that of 1960. In terms of size, this market is exceeded in Latin America only by Mexico, Brazil, Venezuela, and Argentina.

A survey made by the U.S. Embassy in Santiago in May 1969 indicates approximately $1.4 billion is being invested in 32 major projects currently under way in mining and industry. Of this total, $776 million encompasses four projects in copper mining and refining, $29 million for two projects in iron ore extraction, $144 million for the expansion program of the steel mill of Compania de Acero del Pacifico, $25 million in two projects in steel fabrication, $25 million in a project in nitrates, $61 million in four projects in petrochemicals, $15 million in a project in liquid gas, $11 million in two projects in chemicals, $102 million in three projects in cellulose, $154 million mainly in telecommunications, $77 million in four projects in the automotive industry, and $10 million involves four minor unspecified projects. These projects explain in part the higher level of imports, particularly of capital goods, in the past two years.

Future growth rate uncertain

According to national accounts data, Chile's industries grew by 6.4% in 1965, 8.6% in 1966, and 2.5% in 1967. It is anticipated that final data for 1968 will show industrial growth ranging from 2.5 to 3.5%. Estimates of the industrial growth rate for 1969 vary considerably. The most up-to-date data on production and sales are the indices of the Sociedad de Fomento Fabril (S.F.F.), from which provisional data are available through the first quarter of 1969.

From the month of August 1968 the S.F.F. index of real sales has shown increases as compared with the level of sales twelve months earlier. For the first quarter of 1969 aggregate real sales were running about 8.0% higher than for the first quarter of 1968.

Product lines in which sales were up over 10% include paper and cellulose, printing and publishing, rubber products, non-metallic minerals, and transportation machinery. Commodity areas in which sales rose up to 10% include food products, tobacco, textiles, chemicals, and petroleum derivatives.

Product lines in which sales were down include beverages, footwear, wood products, furniture, leather, primary metals,

Sales guide ready

A country market digest on the best prospects for sales to Chile is available to interested U.S. firms. The report is part of the Commerce Department's recently-introduced International Marketing Information Service, which is designed to furnish a channel through which the results of the Bureau of International Commerce's research and analyses of world markets can be passed on to U.S. businessmen.

Order IMIS 69-6 for 10¢ from the Sales and Distribution Branch, Room 2119, U.S. Department of Commerce, Washington, D.C. 20230 or from any Commerce Field Office.

fabricated metal products, electrical gear, and others.

Production data, however, are less buoyant than sales data. The overall level of production, according to the S.F.F. index of industrial production for the first quarter of 1969, was 7.4% less than for the first quarter of 1968.

This divergence in trends between sales and production suggests that businesses are reducing inventories. On the other hand, some shortfalls in electric power availability may explain a portion of the decreased production.

If the major cause of reduced production is the reduction of inventories, the major question is how much longer this inventory clearing can continue. The answer to this question has a bearing on whether growth of the industrial area for 1969 will remain in the 2 to 3% range or whether it will move to the 5 to 8% range.

There are several factors that support the high-range growth hypothesis. Construction activity, as shown by registrations during the second half of 1968, should grow during 1969. Registrations for all construction were up 8.9% in the second half of 1968 as compared with the second half of 1967, and registrations for house construction were up 24.8% for the same period. The surface area represented by registrations for all construction activity in 1968 (60 municipalities) was approximately 3.2 million square meters —the highest year since the 1965 peak of 3.3 million square meters.

Construction activity up

Increased construction activity in general, and house construction in particular, will boost demand for wood products, non-metallic minerals, and primary metals. Further, the large investment projects currently under way in copper mining, petrochemicals, sugar refining, and electric power should produce additional demand for primary metals, fabricated metal products, machinery, and electrical gear. Therefore, it appears reasonable to expect increased demand for domestically-produced capital goods and intermediate goods to increase in 1969.

In regard to consumer goods, among other factors demand is influenced by trends in employment and real wages. Although the rate of unemployment in Santiago (March 1969) is relatively high compared with past years, growth in the employed labor force over the past year has also been high. At present the trend in real wages is difficult to detect—data on nominal wages, the rate of inflation, and wage bargains are not conclusive and suggest little change over the past year.

The rate of growth of gross domestic product (GDP) will be lower in both 1968 and 1969 as a consequence of the drought. GDP originating in agriculture accounts for approximately 10% of Chile's total GDP. The average annual increase in GDP originating in agriculture for the years 1960-1967 was 3.1%. Although final official estimates for 1968 are not complete, it is expected that GDP originating in agriculture for 1968 will not increase from the 1967 level by more than 1%, with livestock losses accounting for most of the lower-than-normal increase in 1968 output.

The drop in 1969 grain production noted above suggests a drop in agricultural output for 1969 of at least 5%. With a normal growth trend of 3.1% per year for agricultural output, 1969 performance will probably be about 10% under the long-term trend. Lower output in agriculture signifies, in general, lower income for farm owners and workers. Although data on unemployment of the agriculture labor force are not available for the 1969 harvest season, there were fewer jobs and lower income for harvest hands.

Data on employment and the labor force in the Greater Santiago area for March 1969 is suggestive of the employment and income situation in the rural-agricultural area of the Central Valley adjacent to Santiago. For the year ending March 1969, Greater Santiago's total labor force increased by 5.72% as compared with average annual increments of 3.38% for the previous eight years. Fortunately the state of the urban economy

GENERAL TELEPHONE & ELECTRONICS INTERNATIONAL INCORPORATED constructed the first permanent satellite communications earth station in South America at Longovillo, Chile. The multi-million-dollar facility serves as a ground terminal for voice, television and data communications.

U.S. help

U.S. drought emergency assistance to Chile has included a $2.5 million loan to finance the importation of well drilling equipment and a grain silo at the port of San Antonio. In addition, a $29.3 million PL-480 Title I loan agreement was signed on Apr. 29 to provide for supply of rice, corn, wheat, tobacco, and edible oil.

has been strong enough to provide jobs for many of the migrants. The 1969 increase (for year ending March) in Greater Santiago's employed labor force was 4.32%—an increase exceeded only in one of the past eight years. The difference between the normal increase in Santiago's labor force and the increase in the past year is equivalent to 21,000 additional workers and to approximately 3% of Chile's agricultural labor force.

Drought effect to linger

The effects of drought will linger on into the coming months even though recent major rains (April to June) have given relief to water shortages. Little real improvement in farm income can occur until the next harvest season begins some six months from now.

During the past year the Chilean Government took several steps to combat the drought. The National Drought Commission was established by Presidential decree in June 1968 to coordinate Government efforts. The Commission's activities include reduction of railroad freight charges to encourage movement of cattle from the drought zone to southern Chile, use of emergency funds to provide rural employment in irrigation networks and other farm infrastructure projects, and supervision (with the Army) of river basins in the drought zone to ensure user's compliance with water use priorities.

Prices and wages

The regular budget law for 1969 included funds for public sector wage increases. The procedure for 1969 differed from 1968, in which separate legislation was required to give wage increases, resulting in a long legislative battle on wage "readjustment"—enduring through seven long months and resignations of two Finance Ministers. For public employees the average wage increase for 1969 was 28.5%. The relatively smooth implementation of public wage increases in 1969 has been accompanied by calmer wage bargaining in the private sector. Strike activity has been noticeably less than in 1968. In recent months wage bargains have included increases in the range of 27-32%.

From December 1968 through April 1969, the Santiago Consumer Price Index rose 17.5% and the annual rate of increase (increase over 12 months earlier) was 33.2% in April. As in previous years, the bulk of increases for price-controlled items took place in the first few months of the year. The drought placed additional upward pressure on prices in early 1969, particularly because of the fact that prices of fresh fruit and vegetables did not exhibit usual summer declines.

Battle against inflation

The inflation theme held a prominent place in President Frei's fifth annual message to Congress (May 21) on the economic, political, and administrative state of Chile. The President noted that the country was witness to the efforts of his Government to contain inflation that for almost one hundred years has been present in the economic life of the country, and that this was the only fundamental point of his program that had not been achieved. He said that he would not abandon the struggle. The President announced that he would create an Economic and Social Council whose task will be examination of the social and economic progress of the country, placing special importance on measures which would be successful in dealing with inflation.

At the same time he announced forthcoming measures to establish a Regulatory Board on Wages and Prices which would include participation of businessmen, workers, and Government. This Board would adopt and supervise regulations to stop the rapid increase in prices and wages.

Andean group treaty signed

Chile, Bolivia, Peru, Ecuador, and Colombia have established the Andean Subregional Group with signature of the treaty on May 26 at Bogota, Colombia. The treaty provides for gradual implementation of a common external tariff for the five participating countries and automatic reduction in internal tariffs. The treaty is being sent to the Secretariat of the Latin American Free Trade Association in Montevideo for ratification. Venezuela has not signed the treaty.

The benefits for the future economic progress of the countries of the Andean group are expected to be larger markets which permit increased scale of plants and reduced cost of production. Chile has also signed a complementation agreement for petrochemicals with Peru, Bolivia, and Colombia. This agreement includes 56 items (most of which are not currently produced in the region), with trade in these products expected to reach $60 million by 1971. Investment in petrochemical plants in these countries is projected at some $300 million.

The success of the Andean group in creating a larger market has fundamental importance for prospective investment opportunities in the region. President Frei stated in his May 21 address to Congress that Chile has sponsored a unified investment statute for foreign investment in the Andean region as an instrument in channeling and planning new industries.

Anaconda sale

On June 26 President Frei announced that the Chilean Government and the Anaconda Company had completed negotiations under which the Chilean Government would purchase 51% of the shares of the two principal Anaconda properties with provisions for the Government to acquire the remaining shares after Dec. 31, 1972. The Chilean Government will participate in 51% of the earnings of Anaconda's Chile Exploration and Andes Mining companies beginning Sept. 1, 1969. Effective June 30, 1970 the Chilean Government will make semi-annual payments for purchases of 51% of the shares of these companies. Payments will be made over a 12 year period with tax free interest at 6%. The value of the shares was not given. The Chilean Government placed the book value of these shares at $197 million at the end of 1968. In addition the Chilean Government will participate in a greater share of the income from copper sales over 40 cents a pound. Above 40 cents the Government will take 54% of each additional cent up to a maximum of 70% of each additional cent when the price of copper is 50 cents or more.

Competition grows

U.S. suppliers are facing increasing competition in the Chilean market. In 1967, the U.S. share of the market was 35.5%, and the European share was 32.5%, with the Latin American Free Trade Association rising to 25.8%. In view of this competition, U.S. suppliers will be challenged to provide competitive price and suitable credit terms, and will need to pay close attention to sales techniques if they are going to be successful.

Congo releases investment code designed to attract foreign capital

New legislation provides for broad tax exemptions, foreign exchange guarantees; extra benefits available to big investors

The Government of the Democratic Republic of the Congo (Kinshasa) recently announced its long-awaited new investment code. The new code took effect on June 26, the date of its signing by Congolese President Mobutu.

The Congolese authorities hope that the new code will help:

► promote the creation of new businesses and the extension and modernization of existing firms.

► mobilize national financial resources and direct them into productive enterprises.

► attract foreign capital to the Congo.

The new law provides for two types of privileged investment situations; the general system (*regime general*), the benefits of which are listed in the code itself, and the convention system (*regime conventionnel*), under which a specific convention between the Congolese Government and the business enterprise will be concluded.

The general system is open to firms whose activities will, in the Government's view, stimulate the Congo's economic development. Firms whose planned investment activities are of such magnitude that they would have a decisive stimulus on the Congo's economic and social development are eligible for the additional privileges of the convention system.

Existing firms wishing to expand or modernize are also eligible for privileges under the new law. The law applies to both foreign and domestic firms and gives equal treatment to totally private endeavors and to those having a share of participation by the Congolese Government.

General incentives

Firms admitted to the general system will receive the following benefits:

► exemption from incorporation fees.

► exemption from import duties levied upon the importation of capital equipment.

► exemption for five years from the corporate income tax.

► exemption from the tax on the earnings of their expatriate employees until the firm has entered production.

► exemption for five years from real estate taxes.

Firms receiving convention status may, in addition to the general incentives, receive additional tax benefits to be negotiated on a case-by-case basis. These benefits will then be spelled out in a convention between the Congolese Government and the firm. In addition to these extended fiscal benefits, the firm investing under the convention system may also be given a long-term guarantee of tax rates.

Foreign exchange guarantees

The new investment code guarantees the transfer of profits to foreign stockholders, the repatriation of capital in the event the investment is liquidated, and the availability of foreign exchange for the payment of principal, interest, and other charges on foreign loans contracted in order to supplement the original investment.

There are, in addition, provisions in the new law for a reduction in the corporate income tax on profits set aside for reinvestment in the Congo.

The new law will be administered by a Commission of Investments *(Commission des Investissements)* comprised of representatives from various Ministries and the Congolese National Bank, under the chairmanship of the representative for the Economic Ministry *(Ministre de l'Economie Nationale de l'Industrie et du Tourisme)*. Investment proposals for consideration by the Commission are to be submitted to the Economic Ministry. Decisions of the Commission must be unanimous. In the event of a split decision, the matter will be referred to the Council of Ministers *(Conseil des Ministres)*, whose decision will be final. All convention agreements are to be approved by the Council of Ministers.

The law also contains a provision for the arbitration of disputes. Congo is a signatory to the Convention on the Settlement of Investment Disputes between States and Nationals of other States. There is also an Investment Guarantee Agreement in effect between the United States and Congo.

A copy of the new Congolese investment code in the French language is available for study at any Department of Commerce field office.

Ceylon gets loan of $21 million for electric power

World Bank loan should meet electric power needs to 1974

The World Bank has approved a loan equivalent to $21 million to the Ceylon Electricity Board for the installation of 115 megawatts of electric generating capacity and associated transmission facilities. This will increase the Board's power generating capacity by nearly half.

All imported equipment and services paid for with World Bank funds must be procured through international competitive bidding.

Most of Ceylon's power generation and distribution facilities are now administered by the Department of Electrical Undertakings. They will soon be transferred to the Ceylon Electricity Board, a recently established power authority. Present capacity of the system is 261 MW, of which 125 MW were constructed with the assistance of three earlier World Bank loans totaling $37.3 million.

New industries need power

Although agriculture continues to be the largest sector in Ceylon, much attention is now being given to industrial expansion. Factories newly built or under construction include those producing textiles, plywood, ceramics, cement, rubber tires and tubes, and primary steel products. The annual increase in power sales, which has averaged about 8% since 1961, is expected to continue over the next several years as industrial activity increases and new factories come into production.

The project being assisted by the Bank loan should meet Ceylon's electric power requirements until 1974. It consists of the

second stage of a three-stage development of the Maskeliya River which includes a diversion dam, a pressure tunnel and penstocks, a 90-MW hydroelectric station, a 132-KV switchyard and about five miles of transmission lines to connect the plant to the existing network.

Added facilities

Also included is a 25-MW gas turbine extension to the existing Grandpass thermal station at Colombo, and the services of consultants. The gas turbine is to be commissioned about the end of 1971 to meet the deficit in energy which would otherwise arise until the hydroelectric plant is commissioned in late 1972; thereafter it will be used for peaking purposes. The Board will execute the project and procurement is being carried out on the basis of international competitive bidding.

The total cost of the project is estimated at the equivalent of $31.5 million. The Bank loan of $21 million will cover the foreign exchange cost of major civil works, of electrical and mechanical equipment, interest on the Bank loan during construction, and the services of engineering and other consultants to help the Ceylon Electricity Board set up its new organization, reorganize its accounting system and revalue its assets. The remaining costs will be financed by the Ceylon Electricity Board from domestic sources.

French census reveals changes in labor force

Recent studies based on the March 1968 census in France have revealed that the number of salaried jobs grew by 71% since the census of 1962, and comprised 76% of the total French labor force in 1968. The total French labor force reached 20.4 million in 1968, out of a total population of 49.9 million. The labor force in 1962 was 20.3 million, out of a population of 46.5 million.

Employment decreased in agriculture, mining, and textiles, continuing long-term trends in these fields. The steel industry, shipyards, and aeronautical and defense industries experienced very sharp declines. In contrast, employment increased in the automobile, electrical, chemical, glass, plastic, and, especially, printing industries.

The distribution of the active labor force by major industries in 1968 was as follows: agriculture, 15.0%; manufacturing (other than building trades and public works), 29.2%; building trades and public works, 9.6%; transportation, commerce, and services, 29.6%; and banking, public service, and domestic occupations, 16.6%.

Two German traders, British firm lose U.S. export rights

Failed to account for electronic equipment and other transactions

The U.S. Department of Commerce has revoked the U.S. export privileges of Roland Werkstaetten G.m.b.H., of Bremen, West Germany, and its operator, Herbert Greve of Hamburg, for unlawfully disposing of strategic machines.

A similar action was recently taken against a British company.

In July 1965, Greve, acting for the firm, ordered from a U.S. manufacturer two machines for use in the production of miniature ball bearings. Greve certified to the Commerce Department's Bureau of International Commerce (BIC) that the machines would be used in West Germany, that he would notify the supplier of any change in intended use, and would not dispose of the machines contrary to his representations without the approval of BIC.

Machines reshipped

In reliance on Greve's representations, BIC issued a license to export the machines for use in West Germany. The machines were shipped to West Germany and in June 1966 Greve sold them to a Swiss firm without notifying the supplier or obtaining BIC approval. BIC later learned that the machines had been shipped to a Communist country, a destination BIC would not have approved because of export control regulations.

Under the terms of the order, all outstanding export licenses in which Greve and his firm have an interest have been cancelled and they, their agents and employees are barred for a period of seven years from participating in transactions involving commodities or technical data exported or to be exported from the United States. However, after four years they may apply to have their export privileges restored while they remain on probation.

Steinemann Beadon Ltd., of Hounslow, Middlesex, England, a firm engaged in industrial finishing and consulting, and one of its directors, D. V. Beadon, have been denied access to U.S. exports for an indefinite period. The firm failed to account for the disposition of U.S.-origin strategic electronic equipment and failed to give information on other transactions involving similar equipment in which they participated.

In May and June 1967 the firm ordered U.S.-origin strategic electronic equipment from a U.K. subsidiary of a U.S. manufacturer. Some of it was delivered. The firm in its normal operations would not use such equipment and its product lines are not in the electronic field.

Information not supplied

The Bureau of International Commerce (BIC), seeking to determine if violations of the U.S. export control regulations were involved in any of the transactions, submitted written questions to the company and Mr. Beadon inquiring about the transactions. They failed to furnish the information requested.

In accordance with U.S. export control regulations, the order was issued whereby the parties are denied access to U.S. exports. The order will remain in effect until the information is furnished or good cause is shown for failure to supply the information.

Under the sanctions invoked, all validated licenses in which the respondents have an interest are cancelled and the respondents, their agents and employees are prohibited from participating in any transactions involving commodities or technical data exported or to be exported from the United States.

The U.S. export control regulations provide that without authorization from the Department of Commerce, no party may trade in commodities or technical data exported from the United States with a party he knows has been denied export privileges.

Use of defense rated orders of primary nickel restricted

The U.S. Department of Commerce is restricting the use of defense rated orders for primary nickel during the month of August.

Because of the shortage of nickel arising from the strike in Canada, nickel consumers placing defense rated orders are limited to quantities of primary nickel needed for current use to fill defense orders, and not for inventory replacement. Restrictions are also placed on the use of nickel contained in scrap generated in defense production.

The producers and suppliers of primary nickel were notified of this action by telegrams. They were directed to accept and fill only those defense orders which have been certified in accordance with that telegraphic directive.

Licenses to make various products sought by U.K. firms

Interests vary from electronics to special purpose machinery

U.S. licenses are sought by four British companies to manufacture products in the United Kingdom related to their respective lines.

The proposals follow.

• A small British electronics firm seeks to expand its operations through licensing and/or representation agreements with U.S. firms. The British concern manufactures and markets special transducers and transducer systems. It specializes in custom built electronic weighing and force measurement systems for inclusion in industrial process control systems such as fertilizer plant mixing, fork lift truck weighing and hopper contents control. It also produces electric high pressure transducers and associated signal conditioning equipment. The concern sells its products to companies engaged in atomic power, ballistics and rocket research.

Write: The Meclec Company, No. 7 Unit, Star Lane, Great Wakering, Southend-on-Sea, Essex, England. WTD. **P-70046.**

• Licenses to manufacture small electric fork lift trucks and mining equipment are sought by a British designer and manufacturer of automated and mechanical handling equipment and fork lift trucks.

Firms desiring additional information should **write:** F. L. Andrews Limited, Stem Lane Industrial Estate, New-Milton, Hampshire. WTD. **P-70047.**

• A British concern is interested in licensing and/or representation agreements with U.S. manufacturers of chemical processing machinery, food processing equipment and machinery for the rubber, plastics and paper industries. The firm also seeks to produce spray drying equipment.

The British company has precision engineering and electrical fabrication capabilities and operates a foundry and forge.

Interested U.S. firms can obtain complete information on this opportunity by **writing** K. Lilley, director, Thomas Dryden and Sons Limited, Grimshaw Street, Preston, Lancashire, England. WTD. **P-70045.**

• A large British organization, whose 23 subsidiaries produce trailers, ferrous and nonferrous drop forgings, gas and oil burners, automotive springs, precision machinery, ball and roller bearings, transmissions and other industrial products, seeks licenses to make any equipment falling within its range of interests and capabilities.

The company maintains several sales offices throughout the United Kingdom and has a number of overseas affiliates.

Write: J. Brockhouse and Co., Ltd., Victoria Works, Hill Top, West Bromwich, Staffordshire, England. WTD. **P-70050.**

Additional information on this opportunity is also available from the Office of International Investment, (BIC-878), U.S. Department of Commerce, Washington, D.C. 20230.

Investment Assistance

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. "P" numbers should be used when writing about specific proposals.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington D.C. 20230 or the nearest Department of Commerce Field Office.

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations administered by the Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Swiss firm wants to make highly-developed U.S. wrapping, packaging items

A leading Swiss manufacturer of wrapping and packaging machinery for the food and pharmaceutical industry seeks licenses to produce highly developed equipment in this field. The firm specializes in the production of machinery for the wrapping of chocolate, sugar, biscuits, soup cubes and pharmaceutical items requiring sophisticated wrapping devices for very small to medium pieces, bars, and cubes.

In addition to the above, the company also manufactures boxing and packaging machinery for the products wrapped on its equipment.

The Swiss firm operates modern production facilities, exports about 90% of its production and employs approximately 400.

Write: SAPAL, Societe Anonyme des Plieuses Automatiques, 44 avenue du Tir-Federal, 1024 Ecublens near Lausanne, Switzerland. WTD. **P-70044.**

Barcelona-based consultants look for American associate

A Barcelona-based consulting firm specializing in aiding foreign firms establish themselves in Spain is seeking association with an American company in a related field. Services provided by the Spanish concern, which was established in 1953, include preparation of market and feasibility studies, legal and patent counsel in the establishment of joint venture companies, financial transactions on behalf of clients, representation of foreign clients and many other services typical of consulting companies. The firm also publishes a pamphlet, *Foreign Investments in Spain* for circulation to groups and individuals interested in investing in Spain.

Interested U.S. firms can obtain complete information about this opportunity by **writing:** John H. Norton, Carriage Road, Cos Cob, Conn. 06807. WTD. **P-70052.**

Scottish electronics producer seeks to broaden activities

A Scottish manufacturer of electronic and communication equipment seeks licenses to produce and distribute a broad range of products. These include general medical equipment; communication equip-

ment such as facsimile data machines and underwater communication and signaling equipment; computers and related equipment, including print out meters, readers, encoders and decoders; and such industrial equipment as electronic proximity devices, fire alarms, measuring machines, industrial X-ray equipment and electronic products for the automotive field.

The firm currently produces equipment for the telephone, telecommunication, and computer industry. It also makes hearing aids. The company is also interested in undertaking contract or subcontract assembly work.

Write: L. A. Massey, Technical and Commercial Manager, Pye Scottish Telecommunications Limited, Victoria Place, Airdrie, Lanarkshire, Scotland. WTD. **P-70051.**

Inter-office communications firm looking for U.S. partner

A Sao Paulo manufacturer of wireless office intercommunication equipment is interested in a joint venture with an experienced U.S. firm. The Brazilian company offers a U.S. investor up to 49% equity in return for a capital investment of approximately $20,000 and management assistance in the areas of financing and marketing.

Although the Sao Paulo concern has only been producing wireless office intercommunication systems for a few months, it believes that sales prospects warrant expanding production.

Write: Mr. Ocajara de Aguiar, Voxmar Electronica Diesel Industria e Comercio Ltda., Rua Florida 150, Bras, Sao Paulo, S.P., Brazil. WTD. **P-70048.**

Malawi firm wants to make ladies' foundation garments

A modest-sized company, currently manufacturing men's and boys' clothing, is seeking a license from a U.S. company to manufacture women's foundation garments. It is hoped that the U.S. collaborator could initially provide designs and patterns and its brand name for the manufacture of simple garments such as bras, girdles and slips. As the market, estimated at about 1.5 million women, expands, more refined items could be produced. The existing factory facilities of 18,000 square feet would be utilized for the new activities.

Firms interested in obtaining additional information regarding this opportunity should **write:** Shire Clothing Co., P.O. Box 306, Lilongwe, Malawi. WTD. **P-70049.**

New moves listed in French voltage standardization

Deadlines set for specific items to conform to new regulations

As a phase in France's continuing program to standardize its electrical current at 220/380 volt, a.c., 50 cycle, the French Government has decreed further restrictions on the manufacture and sale of certain categories of electrical equipment.

As of July 1 all surgical, medico-surgical, and dental equipment sold or installed in France must operate on either 220-volt single phase alternating current or 380-volt single or three phase alternating current, without conversions that require dismantling. Other medical equipment and X-ray equipment must comply with these regulations as of July 1, 1970. The deadline for electric motors is July 1, 1969 and for electric hand tools, Jan. 1, 1970.

Electric motors manufactured after Mar. 1, 1969 for sale in France must bear, in an indelible fashion, the year of production, which may be abbreviated to the last two digits.

At present, a number of different voltages are in use in parts of rural France. These new regulations are designed to eventually bring the 220/380 volt, a.c., 50 cycle current into use throughout the country. There will be little effect on U.S. exports to France, however, as most U.S. electrical equipment now being shipped there already conforms to the standard current.

Since the beginning of the French voltage changeover, the following products have been restricted to operability on 220-volt a.c. single phase or 380-volt single or three phase: air conditioners, amplifiers, coffee grinders, electric blankets, fans, hairdryers, hotplates, irons, office equipment (adding machines, calculators, addressing machines, cash registers, typewriters, duplicating machines, dictating machines), phonographs, heaters, radios, ranges, refrigerators, sewing machines (household and industrial), shavers, stoves, television sets, transformers, vacuum cleaners, waffle irons, washing and drying machines, water heaters, and waxing machines.

In addition to these specific items, the French regulations cover all household appliances using electric motors (beaters, mixers, blenders, dish washers, ironing machines, centrifuges, rotary roasters).

All electric equipment which requires transformers or auto-transformers for operation or which includes electro-magnets or vibrator motors (such as automatic door openers, electric chimes, battery chargers) is also subject to the voltage requirements.

Mexico City site of Inter-American AMA finance meet

The American Management Association will hold its first Inter-American Financial Conference at the Hotel Maria Isabel, Mexico, D.F., Oct. 6-8. Theme of the conference is "The Financial Executive of the 1970's."

At the conference, prominent financial leaders will discuss major issues confronting the financial executive in the Americas. Current thinking on the following topics are to be covered in depth: future financial needs of business; problems and trends in the control of money and credit; new directions in pension fund investment management; the future of mergers and acquisitions in Latin America; and the decision environment of the future.

Write: American Management Association, Inc., The American Management Association Building, 135 West 50th St., New York, N.Y. 10020, for additional information.

Spanish plastics equipment maker seeks related licenses

A Spanish manufacturer and distributor of machinery for the plastics industry seeks licenses to make additional equipment in this field. The firm is interested in the production of plastics extrusion machinery and equipment used in the blowing of plastics for bottles and containers. Of particular interest newly developed machines not presently utilized on the Spanish market. Reportedly, the Spanish plastics industry is experiencing strong growth in all areas.

Firms interested in obtaining additional information regarding this opportunity should **write:** Carmelo De Gumuzio, director, Plasticos de Sondica, S.A., Gran Via 48, Bilbao (11), Spain. WTD. **P-70042.**

World Trade Opportunities Continued through page 31

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual.

U.S. firms should also be aware that the listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the *Department of Commerce Export Control Regulations* or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

NOTE: The SIC Manual is available for $4.50 per copy and the Export Control Regulations are priced at $12 for the year. Both publications may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any of the 42 Department of Commerce Field Offices throughout the United States.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

203 Canning, preserving foods

NETHERLANDS—Canned and preserved fruits, fruit juices; food specialties, such as snacks. Holtmans-Leeflang N.V., (agent, importer, distributor), 155 Overschieseweg, Schiedam. Attn. A. W. A. Holtmans, mgr. WTD 6/69.

262 Paper mills, products

FINLAND—Paper of various kinds. Representation for Europe. Jaakko Halonen & Co Ky. (agent, importer, distributor), P. Esplanaadi 21 C, Helsinki 10. WTD 6/69.

263 Paperboard mills, products

FINLAND—Paperboard of various kinds. Representation for Europe. Jaakko Halonen & Co Ky. (agent, importer, distributor), P. Esplanaadi 21 C, Helsinki 10. WTD 6/69.

264 Converted paper, paperboard products

FINLAND—Converted paper, paperboard products. Representation for Europe. Jaakko Halonen & Co Ky. (agent, importer, distributor), P. Esplanaadi 21 C, Helsinki 10. WTD 6/69.

291 Petroleum refining

● **KOREA**—Government of The Republic of Korea invites bids on the following items:

Special lubricating oils, quantity 300 btl. P.R. No. 69-G-83, Tender No. KFX-9137-N, bid deadline 2 p.m. (Korean standard time), Aug. 12.

Lubricating oil (steam cylinder, O.S.C.), quantity 20,000 liter, P.R. No. 69-G-91, Tender No. KFX-9140-N, Bid deadline 10 a.m., (Korean standard time) Aug. 16.

Office of Supply, Government of the Republic of Korea, Seoul. Petroleum and Coal Division, BDSA, 673, U.S. Department of Commerce, Washington, D.C. 20230★ (Telephone 202-967-2355).

331 Steel mill products

NETHERLANDS—High quality stainless and alloyed steel products such as, tubing, bars, sheets, plates. First-class quality essential. Direct purchase and/or agency. Ingenieursbureau J.M. van Terwisga N.V. (agent, importer, engineering consultant), 64-68 Lange Haven, or P.O. Box 143, Schiedam. Attn. Mr. H. W. M. van Wijngaarden, mgr. Steel Div. WTD 6/69.

Cold reduced, sendzimir galvanized, hot rolled ferrous sheets. Direct purchase and/or agency for Benelux area. Industriele Handelsonderneming "Inducom" N.V. (importer, exporter, distributor, agent), 166a Rijksweg Zuid, or P.O. Box 171, Geleen. Attn. Mr. A. G. Th. Linsen, mgr. WTD 6/69.

335 Rolling, drawing, extruding of nonferrous metals

● **IRAN**—Supply of 30,000 Kgs. copperweld wire 40% conductivity. Tender No. 624/48. Bid deadline Sept. 21. Contact Iranian Economic Mission, 2233 Wisconsin Ave., NW., Washington, D.C. 20007.

● **KUALA LUMPUR**—Supply of various types of copper covered steel wires for telephone and telegraph purposes. Bid deadline Aug. 26. Contact Director, General Telecoms Headquarters, Jalan Bukit Nanas.

343 Heating apparatus, plumbing fixtures

NETHERLANDS—All kinds of apparatus, fittings and fixtures for gas, water and steam, for domestic use such as gas cocks and cookers, regulators, gate valves. Direct purchase and/or stocking agency for Benelux area. Industriele Handelsonderneming Vonk-Louwerse C.V. (manufacturer, importer, exporter, distributor, agent), 59 Rijksstraatweg, or P.O. Box 18, Sassenheim. Attn. Mr. B. Vonk, mgr. WTD 6/69.

346 Metal stampings

NETHERLANDS—High quality finned tubes. First-class quality essential. Direct purchase and/or agency. Ingenieursbureau J. M. van Terwisga N.V. (agent, importer, engineering consultant), 64-68 Lange Haven, or P.O. Box 143, Schiedam. Attn. Mr. H. W. M. van Wijngaarden, mgr. Steel Div. WTD 6/69.

All kinds of non-electric appliances for domestic use, such as uniquely designed kitchen utensils. Direct purchase and/or stocking agency for Benelux area. Industriele Handelsonderneming Vonk-Louwerse C.V. (manufacturer, importer, exporter, distributor, agent), 59

Rijksstraatweg, or P.O. Box 18, Sassenheim. Attn. Mr. B. Vonk, mgr. WTD 6/69.

353 Earthmoving equipment, attachments

FINLAND—Earthmoving equipment and attachments; exclusive representation. Secondhand earthmoving equipment. Direct purchase. Jaakko Halonen & Co Ky. (agent, importer, distributor), P. Esplanaadi 21 C, Helsinki 10. WTD 6/69.

355 Special industry machinery

● **BURMA**—Complete 20 tons per day pulp and paper mill. Tender No. 21(TH)PF&CIB-(69)/1105, bid deadline Sept. 30. The General Manager, Paper Factory & Chemical Industries Board, Union of Burma Applied Research Institute Building, Kanbe, Rangoon.

358 Service industry machines

NETHERLANDS—Car wash installations for garages, service stations. Direct purchase and/or agency for Benelux area. Industriele Handelsonderneming "Inducom" N.V. (importer, exporter, distributor, agent), 166a Rijksweg Zuid, or P.O. Box 171, Geleen. (Attn. Mr. A. G. Th. Linsen, mgr. WTD 6/69.

361 Electric transmission, distribution equipment

● **KOREA**—Supply of electrical measuring instruments with accessories, including one wheatstone-kelvin bridge, one wheatstone and cable measuring bridge, and one voltmeter. Tender No. KFX-9133-S (Group II), bid deadline Aug. 18. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

● **THAILAND**—Supply eight each power transformers, 67kv complete with spare parts. Tender No. MEA-PSD-162, bid deadline Aug. 18. Purchase and Stores Division, Metropolitan Electricity Authority, 121 Chakraphet Road, Bangkok, Thailand. Specifications available from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230★ (Telephone 202-967-4241).

362 Electrical industrial apparatus

NETHERLANDS—Gasoline generators for domestic use. Direct purchase and/or agency for Benelux area. Industriele Handelsonderneming "Inducom" N.V. (importer, exporter, distributor, agent), 166a Rijksweg Zuid, or P.O. Box 171, Geleen. Attn. Mr. A. G. Th. Linsen, mgr. WTD 6/69.

381 Engineering, laboratory, scientific research instruments

● **KOREA**—Supply of repair parts for laboratory and scientific equipment including: electrolytic hygrometer; aquameter; zeromatic PH meter; gas chromatograph; spectrophotometer; oxygen analyzer; photrometer; vapotester; other related items. Tender No. KFX-9136-N, bid deadline Aug. 20. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

382 Instruments for measuring, controlling, indicating physical characteristics

● **KOREA**—Supply of testing and indicating apparatus including eight sets of seed sampling apparatus; eight sets of fixed temperature germination test apparatus; 220 units ungrazed germination testing bowls; eight sets of seed vertical section tools. Tender No. KFX-9133-S (Group I), bid deadline Aug. 18. Requested by the Office of Supply, Government of the Republic of Korea, Seoul, Korea. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, Dept. of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

384 Surgical, medical, dental instruments

● **TURKEY**—Supply of oxygenator for total body perfusion, with venous, arteriel, and two aspirator pump pipes and cardiotomy reservoir, different sizes and capacity for babies (10 units), children (30 units), adults (60 and 50 units), with motorized frame (mast), sternal saw, heat exchanger, tube connector; assisted cardiac (circulation) machine and control unit, for left heart failure and by-pass, and total body perfusion; artificial mitral valve, disc-cage shaped, with silastic disc, metal cage, and teflon covered sulture ring, 20 units, 20 mm., 20 units, 22 mm.; spectrophotometer with recorder; standard bicarbonate apparatus; sodium, potassium, and chloride determination units; coronary intensive care unit, composed of four monitoring instruments and central monitoring station, above with all necessary accessories.

Bid deadline Aug. 20.

Requested by the Ministry of Health (Saglik Bakanligi), Ankara, Turkey. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

● Supply of medical and hospital instruments and equipment including: 20 major operating tables, complete units; 15 simple operating tables, standard size; 20 ceiling-mounted surgical lamps; 40 portable battery operated surgical lamps; 50 anesthesia machines; 58 autoclave sterilizers, line current operated; 10 autoclave sterilizers, butane gas operated; 62 electrocardiograph recorders; 25 electrocautery units; 25 vacuum extractors; 10 cystoscopes, triple; 10 electroshock instruments; 10 shortwave diathermy units; 30 dental units, complete; 215 monocular microscopes; 39 binocular microscopes; 10 ophthalmic microscopes; 20 incubators.

Bid deadline Aug. 14.

Requested by the Ministry of Health (Saglik Bakanligi), Ankara, Turkey. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

387 Watches, clocks, parts

● **IRAN**—Supply of 200 sets electrical clocks, to be operated under a master clock; motive power six volts; diameter of plate 640 mm. Tender No. 569/48, bid deadline Sept. 15. Requested by Iranian State Railways (R.A.I.), Ministry of Roads, Tehran, Iran. Terms and specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

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Dubai government expands harbor, airport facilities

Many new government projects will be planned in Dubai, particularly in connection with the oil industry and Port Rashid. Current opportunities for U.S. businessmen seem to lie in Dubai's booming entrepot trade. Dubai has exploited its geographical position as a port for the lower Persian Gulf area, and improvements in harbor and port facilities are under way.

A 1967 contract with the United Kingdom firm Richard Costain for the construction of two breakwaters, several quays and a program of extensive dredging and land reclamation to provide space for storage sheds was renegotiated in the spring of 1969 at an estimated value of $57.6 million. Berths will be increased from the original four to 15. The Government of Dubai has announced that in 1973, Port Rashid will become a free port and when oil begins to flow this year import duties will be cut 50% from the current 4.625%.

Dubai's new air terminal is to be constructed for the new generation of jumbo jets by Costain at an estimated cost of $9.6 million. The project includes a three-story air-conditioned terminal including passenger and freight areas, provision for administration offices, shops, restaurants, and a roof garden.

An underwater oil storage tank designed by the Chicago Bridge and Iron Company in 1966 is scheduled for completion this month. The storage tank is an inverted bowl-like structure 270 ft. in diameter and operates on the principle that oil floats in water.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

222 Broad woven fabric mills, manmade fiber, silk

SWITZERLAND—Glass fiber mats, rovings and yarns (chopped strand mats). Hug & Co. (agent, distributor), Rosenbergstr. 8, 8304 Wallisellen. WTD in preparation.

281 Industrial chemicals

NETHERLANDS—Special chemicals for research, laboratory use. Exclusive representation. Hicol N.V. (importer, exporter, distributor, agent), 23 Abr. van Beyerenstraat 23, or P.O. Box 1151, Rotterdam 8. Attn. A. Sluijters, Sales mgr. WTD 6/69.

283 Drugs

NETHERLANDS—Special biochemicals for research, laboratory use. Exclusive representation. Hicol N.V. (importer, exporter, distributor, agent), 23 Abr. van Beyerenstraat 23, or P.O. Box 1151, Rotterdam 8. Attn. A. Sluijters, Sales mgr. WTD 6/69.

342 Cutlery, handtools, general hardware

NETHERLANDS—Hoisting hardware, especially electric and non-electric chain blocks, nylon slings, steel windlasses, hydraulic jacks & cricks; general hardware, all kinds. Exclusive agency for Benelux area. F. E. van der Ree N.V. (importer, distributor, exporter, retailer), 38 Kesselkade, Maastricht. Attn. J. H. Swelsen, sales mgr. WTD 6/69.

353 Construction, mining, materials handling machinery, equipment

NETHERLANDS—Hoisting equipment, especially electric and non-electric chain blocks, ratchet lever hoists, winches, nylon slings, steel windlasses, hydraulic jacks and cricks. Exclusive agency for Benelux area. F. E. van der Ree N.V. (importer, distributors, exporter, retailer), 38 Kesselkade, Maastricht. Attn. Mr. J. H. Swelsen, Sales mgr. WTD 6/69.

Industrial materials handling machinery, equipment. Representation and/or financial participation in Benelux area. Industrie en Handelsonderneming van Broekhoven N.V. (importer, distributor, exporter, agent), 114 Hoogheuvelstraat, Oss. Attn. Mr. J. A. A. van Broekhoven, mgr. WTD 6/69.

354 Metalworking machinery

NETHERLANDS—Small size equipment for grinding, polishing, buffing and other metal surface treatment. Danpoort I N.V. (importer, distributor), 75 Wijnhaven, or P.O. Box 1309, Rotterdam-1. Attn. C. A. v.d. Smit, mgr. WTD 6/69.

SWITZERLAND—Newly developed, medium size and small metal cutting machine tools and accessories. Equipment for general use is not requested. Schweiz. Werkzeug Industrie Gesellschaft (agent, distributor), Gebr. Lavaillant, Viaduktstrasse 12, 4000 Basel. WTD 12/68.

355 Special industry machinery

NETHERLANDS—Small size equipment for grinding, polishing, buffing and other plastics surface treatment. Danpoort I N.V. (importer, distributor), 75 Wijnhaven, or P.O. Box 1309, Rotterdam-1. Attn. C. A. v.d. Smit, mgr. WTD 6/69.

358 Service industry machines

FINLAND—Vending machines and equipment; commercial kitchen, restaurant equipment, such as coffee burners and urns, microwave ovens and ranges, beer dispensing equipment, dishwashing machines, gas and electric barbecue equipment, potato chip fryers. Exclusive distributorship. Oy Vendco Ab Canteen Huolto-Service (importer, distributor, retailer, lessor), Itamerenkatu 52 B, Helsinki 18. WTD 6/69.

367 Electronic components, accessories

SWITZERLAND—Raw materials for electronics industry, capacitors, integrated circuits or chips, transistors, diodes, flat-cable connectors. Contiflex AG (importer, distributor), Seestrasse 233, 8700 Kusnacht-Zurich, WTD 6/69.

New Zealand to install instrument landing system

Tenders for the supply and installation of a localizer element of an instrument landing system at Wellington Airport will be called within the next three months by the Ministry of Transport, Civil Aviation Division, Government of New Zealand.

A preliminary announcement has been made at this time as the Ministry of Transport is seeking inquiries from overseas companies that may be interested in participating in this tender to insure the inclusion of their names in the list of companies to whom invitations to tender will be forwarded. Inquiries marked "Ref. 74/48/1" should be mailed to the following address to reach that office the end of August, 1969: J. W. N. Simpson, Civil Aviation Division, Ministry of Transport, Private Bag, Wellington 1, New Zealand.

Field telephones sought by Iranian Railways

The Iranian State Railways, Tehran, Iran, has issued Tender No. 568/48, for the supply of 200 field telephones. Bid deadline is September 6, 1969.

Copies of the tender announcement and specifications are available from the Iranian Economic Mission, 2233 Wisconsin Avenue, N.W., Washington, D.C. 20007, or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDSA-643, Rm. 4209, Dept. of Commerce, Washington, D.C. 20230.★ (Tel. 202-967-4823).

Visiting Buyers and Officials

BRAZIL—Julio Cesar Garcia De Souza, "PODER" Planejamento, Organizacao e Direcao de Empresas Regionais, Avenida Joaquim Nabuco 2045, Manaus, Amazonas, **interested in discussing foreign investments in Brazil, particularly in fields of petrochemicals, tourism, farm and agriculture, and to act as agent for U.S. corporations, steamship lines and airlines, and requesting technical information on petrochemicals, harbor operations, inland waterway transportation, airports, tourist agencies, banking and finance.** Early August via Miami for one or two months. c/o Manuel Arias, H. W. Astlett & Co. Inc., 61 Broadway, New York, N.Y. 10006. Itinerary: Miami, Washington, D.C., Wilmington, Baltimore, New York, Chicago, Houston, New Orleans, several cities in Tennessee. WTD 6/25/69.

FRANCE—Pierre Marandat, manager, Fours Bini, 6 rue Antoine Pons, 13 Marseille, 4ème, **interested in bakers' ovens and machinery and requesting technical information.** Aug. 1 via New York for one month c/o Commercial Attache, French Consulate, New York, N.Y. Itinerary: New York, Washington, D.C., Los Angeles, San Francisco, Detroit, Cleveland. WTD 6/69.

JORDAN—Dhia Ad-Din Ar-Rifa'i, director, Hashemite Broadcasting System (Radio Jordan), Amman, **interested in purchase of 10 kilowatts** medium wave transmitter, complete with antenna, for use in English language program, six multi-bank shortwave receivers, studio model tape recorders. July 30 via Washington, D.C. for 24 days. c/o William Hadley, Jr., Governmental Affairs Institute, 1619 Massachusetts Avenue, NW., Washington, D.C. 20036. Itinerary: to be established after arrival.

TAIWAN—Ben D. Harvey, Taiwan Industrial & Commercial Consultants, Republic Towers, 34 Lane 369, Tun Hwa South Road, Taipei, **interested in meeting U.S. firms to discuss manufacturing investment, licensing, contract manufacturing, and marketing in Taiwan.** Aug. 4 via Honolulu for one month. c/o P.O. Box 711, Wichita Falls, Texas 76307, phone (817) 322-6712. Itinerary: 8/4-5 Honolulu, 8/6-8 San Francisco, Los Angeles, 8/11-19 Dallas, Houston, 8/20-22 Chicago, 8/25-27 New York. WTD in preparation.

Algeria seeks international bids

The Algerian Ministry of Transport has issued an international bid for offers to remove the wreckage and flotsam obstructing the Port of Oran.

Firms interested in bidding on this project may obtain specifications from the Algerian Interests Section, Embassy of Guinea, 2118 Kalorama Road NW., Washington, D.C., 20008. (Telephone: 202-234-7246).

New Books and Reports

INTERNATIONAL MARKETING INFORMATION SERVICE

This identification symbol, which appears on each of the International Marketing Information Service reports, is also accompanying announcements made in this section.

Latest IMIS reports are:

Country Market Digests *(best sales prospects in):* Denmark, IMIS—69-14; Norway, IMIS—69-13; Pakistan, IMIS—69-19; Switzerland, IMIS—69-16; and Taiwan, IMIS—69-17. 10 cents each.

Exhibitors Export Market Guides *(for U.S. Solo Exhibitions):* Rhine River (Cologne, W. Germany, to Rotterdam, Netherlands) Industrial Process Controls, Instrumentation and Computers, Oct. 13-25, 1959, IMS—69-60. 10 cents.

World Markets for U.S. Exporters: Laundry and Dry Cleaning Equipment in France, IMIS—69-118. 10 cents.

IMIS reports are available from Commerce Field Offices or from Sales & Distribution Branch, Room 2119, Department of Commerce, Washington, D.C. 20230.

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1969. $16 per year. ($5 additional for overseas mailing), 15 cents per copy.**

Market Profiles for the Near East and South Asia. OBR 69-27. 18pp. This report presents individual one page summaries on the economics of 17 countries in the Near East and South Asia.

United States merchandise exports in 1968 to countries of the Near East and South Asia, at $2,441.8 million, declined for the second consecutive year from the peak of $2,603.6 million reached in 1966.

Divergent trends appeared in the two component regions, as increased sales to Near East countries were more than offset by a decline in sales to South Asia, according to the report.

Selling in Chile. OBR 69-33. 11pp. This report contains data on import requirements, distribution practices, transportation, ports and storage, quotations and terms of payment, consumer financing, trade customs, marketing aids, government procurement, U.S. AID programs, and notes for business travelers.

Write: any Department of Commerce Field Office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Industrial Planning in France.* By John H. McArthur and Bruce R. Scott. Published by Division of Research, Harvard Business School. Boston. 1969. 592pp. $12.**

The primary objectives of this study were to examine the national planning process in France and to evaluate its effects on the strategies of major French industries (specifically energy, building materials, steel, chemicals, and general manufacturing). The 50-odd enterprises covered ranged from light to heavy industry and medium to large-scale firms.

The authors concluded that, since France's transition from a wartime closed economy to its relatively open status as part of the European Economic Community, the emphasis in industrial planning has shifted from self-sufficiency toward selective development of industries in which France enjoys the greatest competitive advantages.

The French national planning process, however, has failed to keep pace with the changing economy and must undergo basic changes in emphasis before it can regain utility as either a tool for development or a model for other aspiring national economies. The authors feel that future national planning must be guided by a decentralized plan that supports reallocation of resources as directed by free market forces.

Write: Division of Research, Harvard Business School, Soldier Field, Boston, Mass. 02163.

***Selected Economic Data for the Less Developed Countries.* Published by the Agency for International Development. Washington, D.C. 1968. 8pp. Free.**

Data in this report is based on the most recent information available generally for the years 1967 and 1968. Two sets of tables are included for each area of Latin America, East Asia, Near East and South Asia, and Africa. The first table covers population, area and gross national product. The second covers exports, transport, education and health. A final table compares these factors with those of the developed countries.

Write: Statistics & Reports Division, Agency for International Development, Room 709, Thomas Circle South Bldg., Washington, D.C. 20520.

***Year Book of the American Bureau of Metal Statistics: 48th Annual Edition for the Year 1968.* Published by the American Bureau of Metal Statistics. New York. 1969. 148pp. $6 hardcover, $5 softcover, 25¢ additional postage outside U.S.**

This edition records for 1968 and prior years, mine production, smelter production, consumption, imports and exports and other economic statistics on a worldwide basis. Copper, lead, zinc, nickel, molybdenum and platinum and sundry ores and metals are reported on in this statistical manual.

There are also introductory texts on the major nonferrous metals, reviewing the events of 1968; tables of metal prices, monthly and annual; lists of metallurgical plants and their capacities; general economic statistics of the U.S. and its duties on principal ore and metal imports; and other data, including tables of production statistics by individual companies, both for domestic and foreign companies.

Write: American Bureau of Metal Statistics, 50 Broadway, New York, N.Y. 10004.

***The Central American Common Market—Profits & Problems in an Integrating Economy.* Published by Business International Corp. 1969. $50.**

This new research report just released by the Latin American Division of Business International Corp. explains the ground rules, problems and prospects for doing business within and from this rapidly integrating market, and describes how the United States, European, Japanese and Latin American companies are meeting the challenge.

Write: Business International Corp., 757 Third Ave., New York, N.Y. 10017.

NOTE: *Life Around Us (A Commercial Directory of Pakistan 1969-70),* reported in the June 30, 1969 issue of INTERNATIONAL COMMERCE, has been revised to add 100 pages of language guide to the tourism section. The revised version is scheduled for release in August and the price has been increased from $5 to $8 (postage by sea mail included).

Write: Printers Combine (Mercantile) Ltd., 16-B Commercial Area, Nazimabad, Karachi, Pakistan.

☆ U. S. GOVERNMENT PRINTING OFFICE 1969—392-307/4

Calendar *for international traders*

BALTIMORE—Sept. 15—Businessmen's Consultation, **Joseph Rand, commercial officer, U.S. Embassy, Vienna.** Sponsor: Commerce Field Office.

BOSTON—Sept. 19—Businessmen's Consultation, **Joseph Rand, commercial officer, U.S. Embassy, Vienna.** Sponsor: Commerce Field Office.

CEDAR RAPIDS, IA.—Aug. 26—"Selling to France," Dinner, 6 p.m., Hotel Roosevelt. Sponsors: Commerce Des Moines, Ia., Field Office, REEC, Chamber of Commerce.

CHICAGO—Aug. 20—Chicago Midwest Credit Management Association, Bismarck Hotel.

DES MOINES, IA.—Aug. 21—Businessmen's Consultation, **Robert J. Morris, economic officer, U.S. Embassy, Paris.** Sponsor: Commerce Field Office.

DETROIT—Aug. 12—Export Seminar Schedule, 445 Federal Building, 9 a.m. Sponsor: Commerce Field Office.

MASON CITY, IA.—Aug. 12—Export Workshop Luncheon, Holiday Inn, 12 noon. Sponsors: Commerce Des Moines, Ia., Field Office, REEC, Mason City Chamber of Commerce.

MADISON, WIS.—Sept. 19—Governor's Annual Export Expansion Conference, "Export Prospects in South America," Wisconsin Center. Sponsors: Commerce Milwaukee Field Office, Governor Warren P. Knowles, REEC.

NEW YORK—Aug. 11-12—Businessmen's Consultation, **Irving I. Schiffman, economic-commercial officer, U.S. Embassy, Bucharest.** Sponsor: Commerce Field Office.

NEW YORK—Sept. 2—FCIB Round Table Conference on Foreign Finance, Credit, Collection & Exchange Problems. Advertising Club, 23 Park Ave., 1:30 p.m. Chairman: J. W. Welsh, executive vice president, Continental Bank International.

NEW YORK—Sept. 16—FCIB Hardware-Automotive & Allied Trades Group Meeting. Advertising Club, 23 Park Ave., 12:30 p.m. Chairman: Irving Heps, export credit manager, American Standard, Inc.

PHOENIX—Aug. 21—Export Workshop, Room 5413, Federal Bldg., 10 a.m.-12 noon. Sponsors: Commerce Field Office, REEC.

ST. LOUIS—Sept. 9—"Show You" Export Workshop, Conference Room, Federal Building, 2 p.m. Sponsors: Commerce Field Office, REEC.

SAN FRANCISCO—Oct. 13-27—"The High Technology Firm in International Operations," theme of seminar for engineering and related technology firms operating abroad. Sponsor: University of California, Berkeley.

SAVANNAH—Sept. 11-12—Businessmen's Consultation, **Joseph Rand, commercial officer, U.S. Embassy, Vienna.** Sponsor: Commerce Field Office.

SHARON, PA.—Aug. 15—Export Luncheon Forum, Holiday Inn, 12 noon. Sponsors: Commerce Pittsburgh Field Office, Sharon Chamber of Commerce.

SPIRIT LAKE, IA.—Aug. 14—Export Workshop Luncheon, The New Inn, 12 noon. Sponsors: Commerce Des Moines, Ia., Field Office, REEC.

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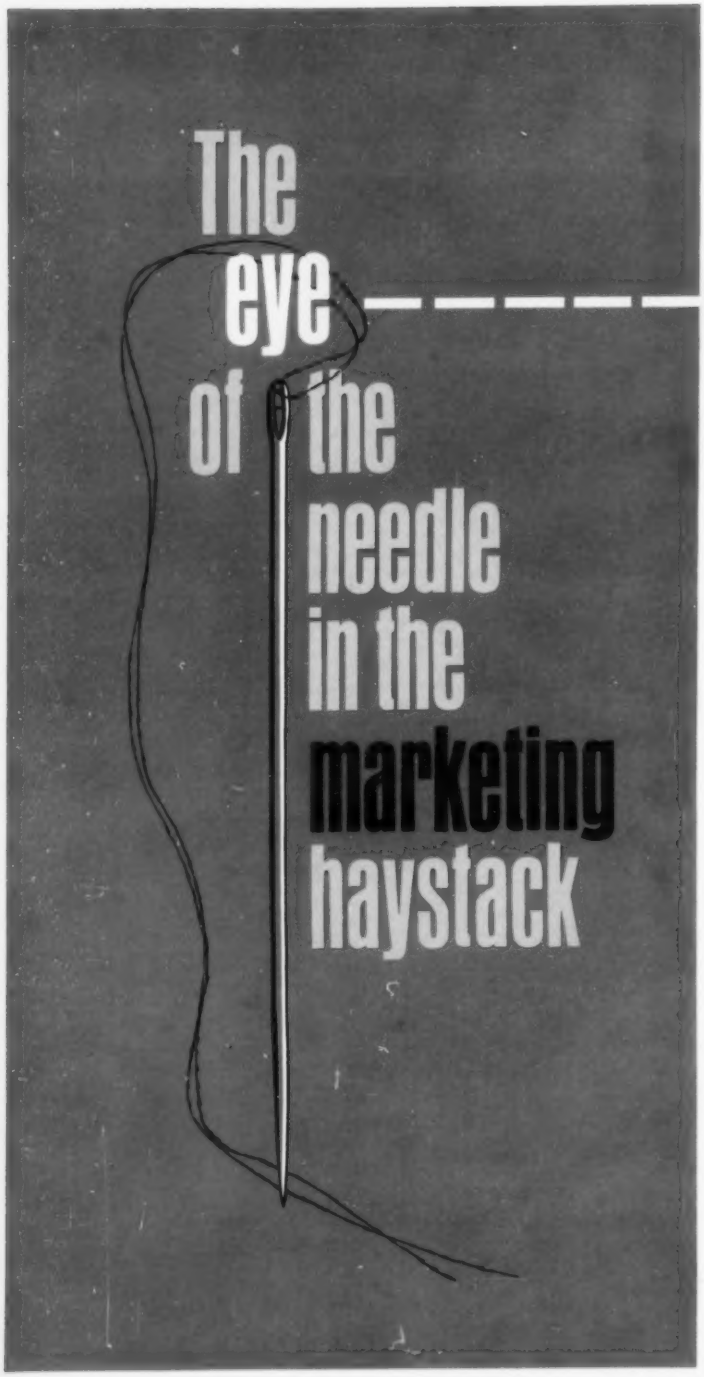

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- Pakistan–11 product groups, IMIS 69-19.
- Saudia Arabia–12 product groups, IMIS 69-8.
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